# PRINTE

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

NEW YORK, OCTOBER 28, 1920 Vol. CXIII, No. 4



### More than a simple merchandising problem

TERE was an absolutely new food product with specific uses, seeking a market in an undeveloped field, and avoiding competition with all other food products-a prob-- lem in merchandising.

But the Hebe Company brings to Advertising Headquarters more than a simple merchandising problem. Because of the nature of the product and the conditions of manufacturing, cooperation of the producers of the raw material is necessary. Hence the advertising plans are laid on the broad, sound business principle that if the producer of the raw material, the distributor and the consumer are all alike convinced of the need of the product, then Hebe cannot be denied success.

Advertising Headquarters' broad organization equipped for educational work is well adapted to this sort of problem.

### W. AYER & SON

ADVERTISING HEADQUARTERS

44 Standard Farm Private are members of the 4. 17.

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NEW YORK

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CLEVELAND CHICAGO



# The Standard Group Quality Farm Papers

Combine the two elements which make for maximum selling power through advertising.

Maximum reader interest—each paper renders its readers a highly intensified editorial service concentrating exclusively upon the particular problems they meet every day.

Big circulation—altogether they form a farm paper unit giving advertisers a country-wide circulation of over 1,150,000 better-thanaverage farm homes.

### THE STANDARD FARM PAPERS

Reaching each week over 1,150,000 leading farm homes.

The Breeder's Gazette

Wallaces' Farmer

The Ohio Farmer

The Wisconsin Agriculturist

Prairie Farmer, Chicago

Pennsylvania Farmer

Pacific Rural Press

The Farmer, St. Paul

Hoard's Dairyman

The Progressive Farmer Birmingham, Raleigh,

Memphis, Dallas The Michigan Farmer

The Nebraska Farmer Lincoln, Neb.

Western Representatives STANDARD FARM PAPERS, INC. Conway Building, Chicago

Eastern Representatives WALLACE C. RICHARDSON, INC. 95 Madison Ave., New York City All Standard Farm Papers are members of the A. B. C.

# PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXIII

NEW YORK, OCTOBER 28, 1920

No. 4

# The Cost of Manufacturing the Agate Line

Increased Prices of Paper, Labor and Transportation, and How They
Affect the Advertiser

### By Roy Dickinson

WHEN a man who makes almost any product from
baby carriages to sealing wax
goes to his banker to secure additional credit, the banker is usually
familiar with the increased cost
of his product and of all the
materials and labor which go
into it. When a publisher, the
maker of an agate line of advertising, goes to his banker,
said banker is apt to remark:
"Why, with all these advertising
pages you ought to be making a
tremendous amount of money at
the present time. These advertising pages are pretty much velvet,
aren't they?"

Because the impression has gotten abroad that advertising pages are all velvet, the publisher has been in many cases expected to absorb all this cost of labor, raw material and transportation, without a corresponding increase in the price of the product which he manufactures. Almost every other business has been able, through increasing the selling price of its product in proportion, at least to maintain profits. No one expects the manufacturer of a locomotive to turn out his product for less than the labor and materials which go into it cost him. Yet he and thousands of other makers of products needed for the successful prosecution of the war made real profits during the war. The pub-lishing business, on the other hand, received no benefit through selling anything to the Government.

On the contrary, publishers gave away a great deal of their product, space, for patriotic purposes. This "all velvet" idea as applied to advertising pages is due to lazy thinking and the careless use of the generic term "advertising."

When the Ladies' Sunshine Society, of Elizabeth, N. J., decides to give a Christmas cantata, one very important matter always comes up at the executive committee. Full arrangements for the programme are usually placed in the hands of Mrs. Johnston, who, as all her friends know, can snare the wily merchant in his den and secure from him no mean sum in advertising. Little squares are laid off by rule in the programme, "from a friend" and "from a well wisher" are carefully lettered in, and then an arbitrary price is placed upon the little quarter As a rule, they are always \$25 a quarter page or \$100 for a full page. And when Mrs. Johnston makes her report at the meeting just before the great can-tata all the ladies say, "Ah, isn't it nice that she secured so much advertising? That's all velvet."

Mrs. Johnston tells her friends "it is all velvet"—it is, in a sense, in her case—it's charity. Some of her friends have sons in the advertising business, and thus some advertising men think it is "all velvet" and many buyers of space seem to agree with them, all of which makes the publishing and advertising business, at the pres-

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ent time, a somewhat difficult one to sell to bankers on a business basis, whether the "selling" is done by a manufacturer who wants more credit for increased advertising, or by the publisher for his own credit uses.

The manufacturer who puts iron, ore, steel and his other raw materials into a blast furnace and makes steel rails has a definite production and merchandising proposition. His is a conversion business. He takes the raw material, puts it into his furnace and takes out the finished product. He bases the selling price of his finished product upon the manufacturing cost. Unless he can get a fair margin of profit over and above the cost of his raw materials, his labor, his overhead and his manufacturing cost, he does not stay in business for a very considerable period. After he sells his rails they may carry 2,500,000 passengers a year over the New Haven, or eight men a day on the "Toonerville Trolley That Meets All the Trains." The price is still based on his cost of manufacture.

The advertising salesman who goes out and sells a double-page spread or four-page insert, or the manufacturer who buys it from the salesman, at a price which seems high to him, neither of sometimes realizes amount of work, raw materials, and overhead which go into the product they are dealing in. In this case it is the agate line. The agate line as a product is also the result of a straight conversion process. Thousands of tons of paper come in rolls into one end of the manufacturing plants. This raw material is put through a mechanical equipment representing, in many cases, an investment of two and a half to three million dollars, and comes out at the other end in the form of periodicals ready for shipment. These, in ready for shipment. These, in turn, in the case of the big-run publications, are sent out in solid carloads, to be broken up for easier distribution at main division points—eventually reaching the ultimate consumer, the sub-scriber. The maker of the agate

line thus has the same manufacturing problem as a stove manufacturer. But if he were making a periodical instead of an agate line he would be out of business. He goes through all this process and gets far less than his cost from his subscriber.

#### FOR BUYERS' CONSIDERATION

Some buyers of advertising space may say that they do not care a rap about the manufacturing cost of the space they buy. They do not buy space on the basis of what it costs to make it. but by some other yard stick entirely. But the buyer in any other field wants to know the manufacturing cost of the product he is buying. It is quite certain that in the early days of the business publishers of periodicals and newspapers regarded themselves as manufacturers of a product, the publication itself, which they sold at a price to the reader which yielded a profit to them. For many years, let us assume, advertising was a by-product, and any-thing received from this source was, as Mrs. Johnston considers in her programme, so much vel-vet in the pocket of the publisher.

A good many years ago, however, that condition changed entirely. To-day any man who analyzes the business of a publisher as he would any other manufacturing process will admit that he is making, not periodicals, magazines or newspapers, but agate lines or advertising space which the advertiser uses to his great advantage. He does not get back anywhere near his manufacturing cost in the sale of his magazine or paper to the subscriber. The ratio of loss in manufacture on the old idea of publishing—the making and sale of a magazine-has remained and grown larger in the face of raises to the public for general subscription and single copy prices. consumer of a periodical is also a consumer of the merchandise the advertiser has to sell. He has had the price of the commodity raised to him. To name a few single copy price changes: Hearst's from 15 cents to 35; Delineator, Woman's Home Companion and Pictorial

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By far the greatest corn crop ever produced in the United States is being converted into \$2,926,000,000 for the direct benefit of the farmers and the people of the small towns of the country.

Corn, wheat, oats, rye and barley, despite lowered

prices, produce \$5,756,000,000.

—over twice the income received from these same crops in the last normal year before the war.

82% of Christian Herald's 300,000 families live on farms or in towns of less than 25,000 population. They are directly benefitting by this huge crop income—coming at a time when the small-town family is already in better financial condition than ever before.

The Christian Herald market is enjoying its fourth consecutive year of great prosperity. This fourth year of prosperity comes at a time when many other markets are dulled by the wave of price-recession and industrial deflation.

We believe that no other general weekly enjoys a market with so substantial—and so stable—a per capita prosperity as that of Christian Herald today.

Do you wonder that "Christian Herald pays advertisers out of all proportion to its quantity of circulation?"



### THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

Review from 15 to 25 cents, and subscription prices in proportion.

But the increased cost of making the agate line has been startling, and advertising rates have not kept pace with these costs. The actual figures, in the main items of labor, transportation and paper, are not a matter of controversy but matters of record. When it is considered that the seventytwo leading national periodicals in the United States carried \$100,-803,806 worth of advertising in 1919, the cost of making the agate line gets important. L. D. H. Weld, then of the Sheffield Scientific School of Yale University, after an investigation of leading advertisers, stated in PRINTERS' INK that an average of 5.2 per cent of gross sales is appropriated for advertising in normal times. On this basis, therefore, the gross sale of some \$2,000,000,000 of merchandise annually is affected by the advertising in these seventytwo periodicals. I am going to confine the increased cost of making the agate line in three fundamentals:

1. Labor. 2. Paper.

3. Transportation.

And the actual figures Printers' Ink presents herewith are from the files of one of the largest publishing houses in America issuing four of the seventy-two magazines which carried over \$100,000,000 worth of advertising in 1919.

The costs of the Butterick Publishing Company, in its manufacture of the agate line, are typical of the conditions facing all big edition publishers. Take paper, for example. In the case of Butterick the price of paper has gone from a little over three cents a pound in 1914 to a little over nine cents in 1920. Coated paper from slightly over five cents in 1914 to fifteen cents in 1920.

As an example of the importance of an item like paper to the big edition publisher, the maker of the agate line, let this fact sink in: The Butterick company uses 4,000 tons of coated paper annually, at \$300 a ton, or \$1,200,000 on one kind of paper alone. Add

to this the 12,000 tons of super at, say, nine cents a pound, \$180 a ton, we have another little item of \$2,160,000 a year. The price this one publisher pays for two kinds of paper alone, as an expenditure for raw material, would frighten many a big manufacturer.

An increase in price of coated and super stock of 200 per cent is typical of all other paper costs for this publishing house. Even the cost of the paper used for wrapping the magazine for subscribers is up 200 per cent. These paper costs are not controversial. They are market prices, and market prices of a big buyer of paper.

#### LABOR COSTS STILL ADVANCING

And how about labor costs during the same period? Instead of making statements as to percentages of increases and the demands of labor, it might be well merely to set down the wages paid by this one great publishing company in 1916 and succeeding years up to 1920. The figures for 1920 are those prior to the wage adjustments—upward of course—of October 1, which are still pending.

The Butterick company's printing house payroll alone in 1916 was \$12,000 a week—at the present time it is running to \$36,000 a week. The following detailed figures on labor costs arranged according to trades, as was true in the case of paper costs, are also a matter of record. The scales set down apply approximately in every printing and publishing house, and, as was pointed out above, are prior to the pending raise in wages. From 1916 to 1920 they went upward as shown in the table given on page 10.

in the table given on page 10.

During the war the War Labor Board instituted the union system of shop practice. In the case of the Butterick company this meant that instead of one man getting from \$26 to \$34 per week running two two-color presses, it was necessary under the new system of shop practice to place one man at each press, or two men to the two presses. Taking the new wage scale, but figuring from the former shop practice, the increase becomes

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## When father was a boy-

he went about his aftersupper chores with a flickering oil lantern.

Now when the boy puts up his bike for the night, the steady beam of an electric torch spots his path.

In countless little details of life youth today enjoys a vast improvement over former generations. And nobody appreciates such conveniences more than a boy. He is alert to note the rise of innovations and the gradual betterment in the mechanical properties of daily life. He is the first to look for and demand them in the products he

buys. And the range of products whose purchase he directly affects is broadening rapidly. The boy today is an active asset, rather than a passive factor, to the advertiser.

He is usually the first to take up the new things, to demand the improvements that have made the American family's standard of living so high.

More advertisers every year are demonstrating their practical appreciation of this fact. They are developing to their profit the great American boy market through the AMERICAN BOY. Its more than 500,000 boy readers, averaging 15½ to 16 years old,

offer a mighty entering wedge into Boydom America.

AMERICAN BOY

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: -286 Fifth Ave., New York-1418 Lytton Building, Chicago

# 32 sales per clerk per hour

"Quick" selling in modern retail stores—what it means to manufacturers in building volume

How far can manufacturers today rely on dealer "push" as a help in selling?

Surprising figures recently secured in metropolitan drug stores throw a new light on this important question.

Clerks were making sales at the rate of one in every two minutes! 32 items were being sold by a single man in one hour.

This is an average of checkings made at three toilet goods counters during "rush" hours—when a large part of all business is transacted.

Rapidity of selling is today recognized as an important factor in all retail fields whether the unit of sale is large or small. Where the unit is small—as in the drug trade—this speed reaches its height.

The success of the modern clerk depends usually upon supplying quickly and courteously what customers ask for. As a rule he has little time for persuasion—for lengthy explanations.

How much chance has he of "pushing" your particular product?

### Why rapid selling is vital

The average druggist has 5,000 different articles on his shelves; the hardware dealer carries from 6,000 to 10,000. The grocer must divide his selling effort between over a thousand articles.

With all these products to handle, only "quick" sales can give the needed volume at a low cost.

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Less than two minutes for the drug store clerk to complete all the steps of selling each separate article!

The dealer cannot take the place of the manufacturer in carrying the story of a product to the public. It is known that many large chain-stores seldom stock other than advertised articles—except in staples.

The two deciding factors in the retailer's net profits—rapid turnover and low clerk expense—depend directly upon consumer demand. The retailer can "push" articles profitably only when his customers are "pulling" from the other side of the counter.

Are you taking full advantage of the "pull" that can be exerted by 105,000,000 people?

The manufacturer who clings to the less efficient and more costly method of "push" with any part of his selling cost which could more profitably be spent in creating a demand for his product, deliberately handicaps himself in competition with the manufacturer who utilizes to the full, the more efficient and less expensive method of "pull."

For many products that are now the "largest sellers" in their fields the J. Walter Thompson Company has helped build volume by planning and preparing advertising campaigns that created consumer "pull."

### J. WALTER THOMPSON COMPANY

NEW YORK · CHICAGO · BOSTON · CINCINNATI · LONDON

more startling. Instead of about \$30 wages there are now \$100 wages paid out for the same work, or an increase of 233 per cent.

In addition to this the feeders used to do the sheet straightening, but unions forbid this, so sheet straighteners costing approximately \$20,000 a year are hired.

Brakemen formerly helped on the press with the make-ready, etc., but unions forbid this, so that instead of having a bright young man willing to learn the business and apply himself where he was most adapted, the lines are well defined and extra men on the presses costing \$25,000 a year are required.

The men who pack the printing house waste and those who take the roll paper in from the side-walk have had increases of from 100 to 200 per cent in four years. Formerly the men who handled the roll paper on the sidewalk received \$14 a week—the pay for

the same work now is \$32 a week. The men who baled the printing house waste formerly got \$10 a week. They are now members of the Rag Pickers and Paper Sorters' Union. The scale for this union is \$26.50 a week. It is further to be noted that two distinct factors have increased labor cost in the publishing industry—first, the change in shop practices, and second, the increase in the scale itself.

Moreover there is this additional point. On the first day of May, 1921, the scale throughout the nation will again go upward, inasmuch as the hours, under agreement, will be decreased from a forty-eight hour week to forty-four hours, meaning an increased cost of one-twelfth.

Let us now examine the increases in the third fundamental in the publishing industry, namely, transportation. Postal rates have gone up 280 per cent, freight rates 100 per cent and express rates 60 per cent. On mailing costs the Butterick company states "prior to July 1, 1918, the mail rate was one cent a pound anywhere in the

#### INCREASED MANUFACTURING COSTS

IN	CREASE	D MANUI	FACTU	RING	COSTS		
		Labor	Costs				
WE	B PRESSME	N		FC	UNDRY		
1916	\$30.		1916		\$33.		
1917							
1918	43.		1918				
1919	51. *						
1920		83.33%	4000			45.4%	
1	BRAKEMEN			COMPOSING			
1916	\$20.		1916		\$25.		
1917	25.		1917		27.		
1918	34.		1918		36.		
1919	40.		1919		42.		
1920	46.—Inc.	130.0%	1920		45.—Inc.	80.0%	
TWO-COLOR PRESSMEN				ENGRAVING			
1916	\$26.	37 1000					
1917	27.				30.		
1918	34.		1918		33.		
1919	42.		1919		44.		
1920	49.—Inc.	89.0%	1920		48.—Inc.	60.0%	
	FEEDERS			PAPER	HANDLERS		
1916	\$18.		1916		\$12.		
1917	22.		1917		14.		
1918	32.		1918		26.	3	
1919	38.		1919		32.		
1920	41.—Inc.	129 00%				200 095	

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United States. The present average zone rate is 2.8 cents per pound. After July 1st this average zone rate is 3.8 cents per pound.

"These postal increases figure out for The Delineator that in 1921 an increase in postage over 1916 and 1917 will amount to \$78,000 a year. And for The Designer approximately \$30,000 a year, or roughly, \$100,000 a year excess postage, based only on the normal mailing of the mail subscription lists.

"This is not the entire bill for postage, of course, which for 1921 will approximate \$240,000. The increase in mail percentage for 1921 will be 280 per cent more than 1916 or 1917."

In express rates an increase of 60 per cent over the rates prevailing in 1919 has been made.

In tabulating the figures I have set down only those outside of controversy. Overhead, including cost of management, rent, insurance, etc., all are omitted. The expense of maintaining circulation, editorial and advertising departments, all items dealing with cost of management, executive ability or anything over which the publisher has control, are ruled out. The labor scales, paper prices and the cost of transportation are out of the publisher's control and are common to practically all publishers, especially the big edition men.

The above array of figures will give the advertiser some idea of where his advertising dollar goes. And when the fact is further considered that against the increased cost of making the agate line since 1916 of about 200 per cent, advertising rates have, in the case of most publishing houses, increased not mere than from 44 per cent black and white to 66 per cent for color—an unusual situation develops for the maker of the agate line.

While the only figures I have so far secured are from one big magazine publisher, the same set of conditions faces the publishers of newspapers, farm papers, trade and technical papers and class publications, and all producers of advertising space. This sort of figures, so often kept secret, is of so great interest to agency men and advertisers to-day that we would welcome any other figures on the three main items of labor, paper and transportation from any producer of advertising space. The only possible theory upon which the publisher of to-day can base his expectation of profit is from the sale of his main product—the agate line.

As one publisher stated the fact as applying to his own case:

"Aside from any consideration of what a subscriber does or does not pay, the outstanding fact in comparing the cost of manufacturing the agate line in 1920 as compared with 1916 is an advance in production costs of something over 200 per cent, and an increase in price to the advertiser of approximately 50 per cent."

I have put down merely a statement of facts as they relate to three fundamentals: paper, labor and transportation. No conclusions are necessary.

One thought, however, may be pertinent. Just as in any other line of business, the price of the agate line must always be regu-lated by economic laws. While the final cost of the agate line may not depend upon its cost of production in the case of any individual publisher, it does depend upon the cost of reproduction of similar service by the average publisher. Every publisher in the big centres is up against a situation similar to that shown by the above figures in paper, labor and transportation. The manufacturer who uses advertising to build sales and good will may be sure that no publisher can long afford to produce advertising space except at a profit. The cost of producing anything he buys, from wire nails to auto trucks, is of interest to the manufacturer. The cost of producing the agate line is thus one of the things to which the buyer of advertising space might well give attention.

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# The Trend of Circulation in Des Moines

as shown by comparison of Government Statements September 30, 1919, and 1920.

The Register and Tribune	4,665 Gain
Second evening newspaper	4,525 Loss
Last evening paper	
The Sunday Register	
Second Sunday paper	

### Circulations and Rates Compared 6 Months ending September 30, 1920.

The Register and Tribune	09,523	Rate 20c line
Second evening paper	53,850	14c line
Last evening paper	40,405	10c line
The Sunday Register		20c line
Second Sunday paper		14c line

The Register and Tribune dominate in circulation and offer the lowest rate per 1,000 circulation.

## The Register and Tribune Co.

Des Meines, Iowa

GARDNER COWLES Publisher

HARRY T. WATTS Adv. Manager

· Representatives:

New York: I. A. KLEIN Metropolitan Tower

Chicago: JOHN GLASS Peoples Gas Bldg.

San Francisco, Los Angeles and Seattle: ·W. R. BARANGER CO.



COMMUNITY PLATE

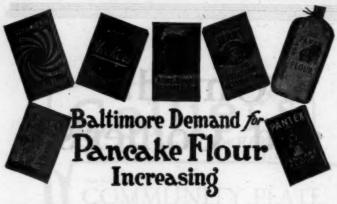


# Oneida and Collier's

Oneida Community, Ltd. has chosen Collier's as a leading factor in its national advertising campaign.

Collier's

J. E. WILLIAMS, Advertising Manager



PEOPLE are fast learning the advantages of a ready mixed flour of the "just add water" type.

Baltimore evidences this by its increasing sales of pancake flour. Wholesalers and retailers here say that the gains this fall over last are most satisfactory.

What about YOUR brand? How does it stand in the Baltimore market and what are you doing to push it? Strong, forceful advertising in Baltimore's great afternoon paper, The NEWS, coupled with well-planned merchandising continually followed up, will do more than any other force available in widening the distribution and increasing the sales of YOUR Pancake Flour!

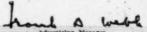
Baltimore has 120,000 homes: 90,000 of these are occupied by White people who speak English. Corresponding, The NEWS has a total circulation of a little more than 100,000 and 87,000 of these are sold every afternoon in Baltimore city.

Our Pancake Flour report gives the names of the brands in this market at present, their percentage of distribution and sales, leaders, activity ratings, reports of wholesale firms and retail grocers, etc. Would you be interested in a copy? If so, request it of us on your business stationery.

# The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL Eastern Representative Tribune Building New York



J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

### Business Paper Convention an Experience Exchange

Publishers in Session at New York Discuss Leadership, Responsibilities and Opportunities of the Business Press

B USINESS-PAPER leadership, its responsibilities and opportunities, was the central theme of the fifteenth annual convention of the Associated Business Papers held in New York on October 20, 21 and 22. With only a few prepared speeches provided for in the programme, the convention became, as it was intended to be, a publisher's experience exchange on publishing, costs, circulation, advertising and editing.

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Joint sessions of all departments—advertising, circulation and editorial—were held on the opening day of the convention. After an address of welcome by F. M. Feiker, of the McGraw-Hill Company, who was general chairman of the general convention committee, Samuel O. Dunn, president of the Association, spoke. Mr. Dunn set forth in his address the possibilities that are now before the business papers. These possibilities, he said, brought on by changed conditions, could be realized by the giving of greater service on the part of business papers.

Jesse H. Neal, executive secretary, followed Mr. Dunn. He gave the details of the association's activities during what he characterized as the most successful year in the experience of the organization.

The report showed 117 publications in good standing, there having been but one resignation during the year and a net gain of

He reported that the advisory service bureau of the association counseled with many agencies and advertisers without charge or obligation for the purpose of promoting the success of advertising in business papers, and stated that the demand for this service was increasing monthly.

The work of the association in co-operating with the War De-

partment in the sale of surplus property was especially commented upon, and the fact was brought out that the Government is selling its army surplus through businesspaper advertising for a cost of one-half of one per cent of the appraised valuation of the goods.

Mr. Neal reported also that the association had been working with British manufacturers in developing an American market with a view of reducing the balance of trade which now hinders exports.

Special attention was called to the complete unity and harmony of the organization in endorsing the recent increase in membership dues, and the programme of increased activities involved.

#### AGENCY RELATIONS

The relations with advertising agencies under the new plan of cooperation adopted some time ago 
was reported as progressing satisfactorily. Standards of agency 
service have been established covering their ability to render service to advertisers in business papers, and questionnaires which had 
been sent out to agencies are now 
being reviewed by the committee 
on agency relations.

It was also shown in this report that in an educational way the organization is co-operating with schools, colleges, Y. M. C. A.'s, etc., that have courses in advertising

The association had an active year in defending the interests of its publishers in connection with State and national legislation, according to Mr. Neal.

Some of the activities under consideration for next year mentioned in the report were: Courses of study for advertising schools, closer relations with advertising agencies, a bureau of speakers on business-paper subjects, a manual of business-paper advertising for the instruction of advertisers,

standard cost systems, a credit bureau, and co-operation in the matter of printing contracts.

matter of printing contracts.

President Dunn's general outlines of the possibilities for leadership that await the business papers were set forth in detail as they applied to each of the three divisions of the business publication. E. T. Howson, editor of Railway Maintenance, dealt with editorial possibilities. H. A. Lewis, advertising director of Electrical World and Electrical Merchandising, spoke on advertising possi-bilities, and M. B. Lum, circulation manager of the A. W. Shaw Company, spoke on circulation prospects. A portion of Mr. Lewis's address is given elsewhere in this issue. Harry E. Taylor, advertising manager of the Dry Goods Economist, in a talk on advertising service, brought a warning that the day of "boiler-plate" advertising was gone and in its place there should come an advertising service which can be best rendered by co-operation between publication, advertising agency and the manufacturer's advertising manager. Mr. Taylor said that the advertising departments of business publications should value highly and use often the results that research work brings to the editorial departments of such pub-

Separate sessions of the advertising, editorial and circulation departments were held on the second day of the convention. It was at these sessions, and a publishers' session held later in the day, that the convention resolved itself into an experience exchange.

#### HARRY TIPPER'S REPORT

At the advertising session which was under the direction of Roger W. Allen, president of the Allen-Nugent Company, Harry Tipper, manager of Automotive Industries, reported for the Agencies Relation Committee.

This report, which had been received and discussed in executive session, showed that 371 replies had been received in answer to the questionnaire sent out to the advertising agencies up to the last meeting of the Agency Relations Committee, held at New York on September 28 and 29. Twentyfive replies have been received since this meeting.

These replies were divided under the following classifications:

- A. Those replies completely satisfying the question-naire.
- B. Those satisfying the questionnaire with the exception of one or two minor points.

(About 120 questionnaires come under these two classifications.)

C. Those pending the receipt of further necessary information.

#### D. Those not interested.

The committee decided, according to the report, that no further steps would be taken on the recommendation of advertising agencies until the replies had been subjected to further examination and correspondence relative to missing information.

The committee also decided, according to the report, that the purpose of this work was to enable the association to co-operate with agencies so that in the future all reliable agencies would be in a position to qualify according to the standards of the association, and to place the facilities of the association at the disposal of the agencies to accomplish this purpose. The committee, Mr. Tipper said, recommended the extension of the educational work through advertising, speakers and research work for the benefit of advertisers and advertising agencies.

Following this report the advertising session discussed experiences on the subject of "Improving Sales Methods," taking up the following questions in that connection:

Making Salesmen Instead of Copy Chasers; The Organization and Use of Research Departments; Telling the Story with Charts and Graphs; Educating Advertisers to Use Good Copy; Taking Our Own Advertising Medicine; Broadening the Needs

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The circulation session under the chairmanship of C. O. Ferguson, circulation manager of the Class Journal Company, was from the beginning an open forum.

This department discussed the

following questions:
How to Collect Delinquent Accounts and Keep Subscribers; How to Get Live Lists of Good Prospects; What Circulation Department Can Do to Keep the Desirable Subscriber Sold, and Assure a Renewal; The Use and Abuse of Sampling; Relative Advantages of Salesmen and Circularizing; Mailing, Wrapping and Addressing Methods; What to Do with the Crooked Circulation Solicitor; Simplifying Circulation Records; Cutting Out the Dead-wood and Keeping It Out.

The editorial session, held as a meeting of the National Conference of Business Paper Editors,

heard discussions on:

"Preparation of Copy for the Printer, and Contact between the Editorial and Mechanical Departments," by Edmund G. Gress, American Printer; "The Foreign Press Service," by Paul Kenna-day, Foreign Press Service; "The Methods and Problems of Mak-ing Engineering Students Better Writers," by Homer A. Watt, assistant professor of English, New York University; "How Far Afield Shall the Business Editor Go in Giving Consideration to Propaganda and Extraneous Matters?" a discussion led by John W. Stephenson, The Upholsterer and Interior Decorator; and J. E. Spurr, Engineering and Mining Journal; "The Iniquitous Writeups vs. The Legitimate Trade Article," led by S. H. Ditchett, Dry Goods Economist, and Charles N. Winter, Railway Age; and "The Relation of the Editor to His Constituents," led by V. E. Carroll, Textile World Journal, and Stanley Dennis, Electrical Merchandising.

The publishers' session, .under the chairmanship of A. O. Back-

ert of the Penton Publishing Co., after hearing an address on "The Advantages of a Real Cost System," by W. R. Basset, of Miller, Franklin, Basset & Co., received Roy Durstine, of Barton, Durstine & Osborn, as a representative of the American Association of Advertising Agencies. Mr. Durstine suggested a more general acceptance of the 7-by-10-inch page size and of the standard rate card by the publishers. He also suggested that much needless confusion would be obviated if the publishers decided upon a uniform time allowance for discounts, and a uniform payment date.

MANY SUBJECTS UNDER DISCUSSION

The publishers, after some dis-cussion of Mr. Durstine's message, related their experiences and beliefs on the following subjects:

Methods of meeting and curbing rising costs; Zoning subscription rates to correspond with postal rates; The application of the ninety-day clause in advertising contracts; What should be the relation of the subscription price to the cost of production? The policy which should be adopted toward German and other foreign advertising; How to handle con-flicting copyright and patent ad-vertising; The best policy and rates for inserts; Should there be a composition allowance for page plates? Holding advertisers to one free copy for checking purposes.

The ninety-day clause in advertising contracts was regarded as a

It was the opinion of the session that publishers should not endeavor to protect American advertisers from legitimate competition by barring foreign advertisers from their columns.

It was suggested that on the question of handling conflicting copyright and patent advertising that a standard be set forth by the association for the guidance of its

members.

A banquet took place at the Hotel Astor on the evening of the second day of the convention. William Fellowes Morgan, president of the Merchants' Association of New York, made the principal address.

On the closing day of the convention the members in joint session heard the reports of various committees.

The following resolutions were adopted by the association:

"Because of the annoyance, loss and general inconvenience which publishers of business papers suffer from fraudulent and dishonest subscription agents, usually unattached and of the free-lance variety:

"It is resolved by the circulation managers of the various papers here assembled that:

"The aid and co-operation of the Associated Business Papers, Inc., be requested to check this evil, and, in so far as possible, that the Associated Business Papers, Inc., take steps to aid in the prosecution of such agents.

"It is further resolved that each circulation manager shall report to the Associated Business Papers, Inc., the name and address of such fraudulent subscription men as shall come to their attention, together with all particulars and circumstances relating to the complaint at hand, to the end that by monthly or quarterly reports from the Associated Business Papers, Inc., each and every publisher member may be able to maintain as complete a file of such bogus agents as possible.

"That the Associated Business Papers, Inc., views with serious concern the unscientific methods of taxation adopted by the Federal Government under the pressure of war necessity and the difficulties imposed upon business by the disregard of the economic factors involved, and this association urges upon Congress the necessity for the early revision of the present tax laws, so that they may be placed upon a sound and equitable basis.

"Further resolved that the Associated Business Papers, Inc., urges upon its publisher members the desirability of analyzing the tax question in relation to their industries in the columns of their

respective publications, so that the service of the business papers willaid in placing these taxes upon a sound basis.

"Further resolved that a copy of this resolution be sent to the Ways and 'Means Committee of the House of Representatives, the Finance Committee of the Senate and committees of business organizations appointed to study this subject."

M. C. Robbins, of Gas Age, was elected president. The other officers elected were: James H. McGraw, vice-president, McGraw-Hill Co., Inc.; V. H. Power, treasurer, Manufacturers' Record, Baltimore, Md.; Jesse H. Neal, executive secretary. The members of the executive committee, in addition to the officers, are: A. C. Pearson, Dry Goods Economist; R. Marshall, Concrete; F. D. Porter, Buildings and Building Management; Samuel O. Dunn, Railway Age; A. O. Backert, Penton Publishing Co.; Roger W. Allen, Allen-Nugent Co.

The national conference of Business Paper Editors elected the following officers:

Clay C. Cooper, Mill Supplies, Chicago, president; Charles J. Stark, Iron Trade Review, Cleveland, vice-president; Ray W. Sherman, Motor World, New York, secretary and treasurer.

Executive committee: A. I. Findley, Iron Age, and H. C. Parmalee, Chemical & Metallurgical Engineering, both of New York; E. T. Howson, Railway Mechanical Engineer, and A. L. Rice, Power Plant Engineering, both of Chicago; A. R. Kennedy, Canadian Machinery, Toronto, and J. H. Stone, Shoe Retailer, Boston.

### Advertisers Developing on Pacific Coast

The Pacific Chemical Co., of Los Angeles, has placed its advertising with the Smith & Ferris agency, Los Angeles. Its line of household cleaners will be led by "Pronto," a drain cleaner, and an extensive campaign in newspapers will be conducted.

Smith & Ferris also have secured the account of the Pacific Knitting Mills, Los Angeles. "Ribstitch," a new idea in bathing suits, will be advertised in newspapers during the 1921 season.



Seal of Philadelphia

How Advertising and Sales Managers can get "Consumer Demand" in

# Philadelphia

Getting things on the dealers' shelves is not nearly so hard as getting them off the shelves and into the hands of the consumer.

General publicity is good in a general way, but to get specific results such as moving goods off dealers' shelves and turning them into cash for the dealer and yourself, you need to be specific in your advertising.

To get adequate distribution, to get ultimate consumer demand, decide on the market you want, then concentrate your energies there.

For instance: Philadelphia is the third largest market in the United States. In Philadelphia nearly every dealer and every consumer reads "The Bullétin."

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin



Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

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### SCRIPPS NEWSPAPERS

# The Des Moines News

A CAREFUL study of the Des Moines daily newspapers, and an analysis of conditions, will show that The NEWS ranks as one of the best two newspaper mediums in this thriving city.

Forty per cent of NEWS city subscribers do not take any other daily newspaper. The NEWS has a 62% city coverage, reaching all sections of the city.

The NEWS is also read by 21,500 rural families whose average wealth is above \$15,000.

NEWS circulation is sound and substantial. The NEWS does not offer "free trials," cut prices, nor does it use premiums. The subscriber pays the full price in every instance.

That The NEWS is the buying influence of 40,000 of the best families of this prosperous community, is a fact recognized by the advertisers who have put the acid test on the Des Moines field.

THE chief advertising problem in Des Moines is the avoidance of excessive duplication.

A Des Moines Information Sheet, presenting a definite and practical suggestion for the avoidance of this costly duplication, will be sent on request Address, The Foreign Advertising Department, Scripps Newspapers.

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### SCRIPPS NEWSPAPERS





SCRIPPS NEWSPAPERS, with a total combined circulation of nearly one million, offer the advertiser a circulation of "general" or "national" size.

This circulation is CONCENTRATED in the trading areas of twenty-two important cities. Thus it is "local" in its intense selling value at the same time it is "national" in volume.

### The twenty-two Scripps Newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

# Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARREIDGE BLDG.

Chicago Office: 1st NATL. BANK BLDG.

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# Objective

Advertising for the sake of advertising produces advertising—just that, nothing more.

Advertising for the sake of merchandising produces

business—if it is handled the right way.

But advertisers sometimes forget that. They make appropriations, O. K. copy, select media and plunge in. They call it advertising. It is—but it is not merchandising.

For they have made advertising an end. And in merchandising it is not an end. It is the means to an end. The real objective of an advertising campaign is always—

To sell goods.

But before you can successfully sell your goods, you must consider your market. Is it a productive market—great enough to yield big returns, compact enough to be easily covered? Is it an "easy" market—adaptable, accessible, responsive? Can reader interest be aroused—dealer cooperation secured—and above all else can your market be delivered at a low cost?

Once you are satisfied on those points-advertise. But

not until then.

Apply any one of those questions to the Chicago market. In every case the answer is a definite, positive yes! For in Chicago—a rich, responsive, well-defined market of nearly 3,000,000—the buying majority can actually be covered through the one evening paper that is read by nearly every worth-while Chicago family.

The Chicago Daily News is bought by nearly 400,000 persons—is read by over 1,200,000—and 94% of its circulation is concentrated directly in Chicago and suburbs.

There is the all-important fact for you to remember when the Chicago market is your objective. Once you have it firmly planted in your mind there never will be any question about the paper to be used in Chicago. It will always be—as in the case of every successful merchandising campaign that has the Chicago market as its objective—

# The Daily News

First in Chicago

### France: A Market for American Products

A Comparison of Price and Quality in Goods That Are Imperatively Needed Is Favorable to America

### By J. A. M. de Sanchez

Of the French High Commission.

Is a great and permanent export trade necessary to the prosperity of the United States?" That question has been frequently put in the last two or three years by many Americans. It has been the subject of controversy in the press and in private. Only within recent months does an affirmative answer seem to have obtained any definite acceptance.

This has been strengthened by the statement of a vice-president of one of the great American banks, a bank already active in developing important foreign business: "We are entering the foreign field because our population is no longer increasing with sufficient rapidity to keep pace with the per capita produc-tion rate. In other words, the United States in general is producing goods more rapidly than we can consume them. To restrict production is recognized as fundamentally unsound. logical thing to do is to market our surplus wherever production cannot keep pace with demand. We believe the bank has an important rôle to play in this marketing process; that is why we are opening branches abroad."

There are many countries in which production cannot keep pace with demand. Of these, none offers greater possibilities than France. With a population of 40,000,000 people, with a per capita wealth of over 12,500 francs, with a wider and more even distribution of this wealth than in any other of the great nations—France needs manufactured products. That she will buy American products if they are placed on her market is proved by the figures of her imports from this country during the last two years. The full

value of the French market has not yet been realized in the United States. It is proposed in this article to make its value more clear.

#### FRENCH TARIFF POLICY

Any examination of France as a potential and profitable market for American products must in the first instance deal with the tariff policy of the French Republic.

The tariff is used in France as a source of revenue and not as a means of protection. It is divided into three sections on the following basis:

1—A "minimum tariff," which is accorded to those countries granting France free trade or which charge her a minimum tariff:

2—A "mean or moderate tariff," which is applied to the products of countries making a similar charge on French products and which rarely exceeds 20 per cent;

3—A "maximum tariff," which is applicable to the products of those countries which make use of the tariff as a means of protection, and which rarely exceeds 40 per cent.

The French tariff system is elastic and is amended continually to meet changing economic conditions. At present, certain products, essential to reconstruction, on which, prior to 1914, a tariff was charged, are permitted free entry into France. On the other hand, certain luxuries, which in 1914 entered France under the minimum or mean tariff, are at present prohibited entry into the country. An American manufac-turer desiring to establish export connections in France, can estimate with a fair degree of accuracy the tariff charges he will

have to pay by examining the American duty on the same products coming from France. The general trend of the French tariff policy is toward a gradual reduction of all duties.

#### GENERAL BUSINESS SITUATION

In a general way, business in France is passing through a period of price readjustment such as is evident here and in England. French business is dealing with this situation with very little difficulty, principally because the greatest source of France's wealth is essentially agricultural. It is agricultural reconstruction which has been most strenuously pushed and which has been most nearly consummated. The credit situation of agricultural communities is better than ever. The Government estimates the 1920 revenue from agricultural sources for the whole country at over 12,000,-000,000 francs. The Bank of France still maintains its discount rate of 61/2 per cent and money for legitimate expansion is plentiful. The public is not purchasing articles of luxury in any great quantity, but with this exception the general demand for goods of all kinds is normal. The reassuring attitude of labor has had considerable effect on the general undertone of confidence which has been noticeable in the business and financial world, Investment statistics and savings banks returns show that there is considerable capital available for the purchase of necessary commodities without the extension of credit being necessary.

It is not possible to lay down a general rule for the financial policy of any organization which desires to establish a French market for its goods. Certain well-defined characteristics of the French purchasing public may, however, be given. A Frenchman seldom buys any product without first having carefully weighed its potential cash value to him, and when he buys, he is therefore, in the majority of cases, ready to pay cash for his purchase. Commercial houses of course, use the usual system of thirty, sixty and

ninety day credit. Agricultural machinery, automobiles, etc., are frequently sold on the instalment plan. The period of credit extended rarely exceeds nine months.

The percentage of loss through the extension of credits on merchandise is extremely low in France. Statistics for the year 1919 show that such losses for the entire country were less than one-twelfth of one per cent of the total sales made on credit. In the case of one American concern, which does all its business on this basis, and which has been doing so for the last ten or twelve years, its credit manager stated that its loss over this whole period was one-sixteenth of one per cent of the total sales. Little loss need be feared through the failure of commercial houses, as comparative statistics for such failures in the United States, England, Italy, Belgium and France show France with the lowest percentage of such failures by a considerable margin.

#### PURCHASING POWER

France has purchased over \$1,500,000,000 worth of manufactured products during the last eight months. America's share of this huge total was less than \$300,000,000. These two figures should be on the one hand a proof of the purchasing power of the French public and on the other hand an incentive to American manufacturers. An analysis of the comparative import statistics of manufactured products shows that England, Belgium and Italy have obtained an important market for various classes of manufactured articles, without having had to meet the competition of American manufacturers. The present exchange situation might be advanced by Americans as a reason for this fact. It is not, however, a sound one, as the following will show:

A list of twenty articles was made (all of which are produced in England, Belgium, Italy and the United States), and the comparative prices of these articles in francs f.o.b. Paris was obtained. It was found that the average

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prices of the American products were lower than those of Belgium and England, for the same products, and only about 3 per cent higher than those of Italy. It was further found, with the exception of two of the products, the quality of the American goods was at least 10 per cent higher than those of the other three countries. The total value of the imports of these twenty products during the first eight months of this year was \$210,000,000. American manufacturer, with a superior product and an average price advantage, even at the present rate of exchange, did not obtain one dollar's worth of this business. A lack of accurate knowledge of the value of the French market, and not the exchange situation, is the real cause of the failure of American manufacturers to obtain at least a portion of this trade.

France has reduced her total imports from the United States

by over \$200,000,000 since the beginning of 1920, but this sum represents principally a reduction in the purchase of foodstuffs and certain raw materials, and not a reduction in the import of manufactured goods, France needs Of her dwellings, such goods. 560,000 were either damaged or totally destroyed during the war. The true significance of this fact for the American manufacturer is that 560,000 new homes are going to need furniture, kitchen ware, wall paper, bedding, etc.

The French Government placed at \$2,000,000,000 the value of the furniture, etc., destroyed during the war. Why should not a manufacturer of chairs at Grand Rapids obtain for himself a share in the demand thus created for his product? Nor is this demand likely to be temporary. The supplying of such a vast quantity of household goods will be a gradual matter, offering a steady demand over a period of years. What has

# The George L.Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

**Publicity and Merchandising Counsel** 

been said of furniture can be said with equal truth of practically every other household article which is in use among civilized people.

The development of water power in France opens up another great market to the American manufacturer. Take electric irons, for example—those produced abroad are of very poor quality, yet even so they have considerable sale in those districts in which electric power has been made available to the general public. When it is realized that in one valley alone, that of the Rhone, 750,000 H. P. is in actual course of development, and that it is planned to develop 7,500,000 H. P. all over France within the hext fifteen years, the permanency of the market which can be established for electrical products need not be guestioned

not be questioned.

There is an important and permanent market for road machinery in France. The French national roads were formerly models of such highways. During the war, they naturally suffered greatly from lack of care. From now on, however, it is planned to devote \$25,000,000 a year to their upkeep.

It is impossible to give a list of the many products which France at present needs, but the examples chosen will serve as an indication of the diversity of de-

mand which exists. Much has been said of the difficulties which attend the establishment of a demand for a for-eign product in France. That there are difficulties is quite obvious. That they are much greater than those for establishing a demand for a new product in this country may be doubted. The fundamentals of merchandising are applicable to all civilized peoples; the superficials are a matter of adaption. These facts are brought out by the profitable business which has been built up in France by a gradually increasing number of American concerns. Most of these concerns have had to meet either French or European competition. They have done so and established themselves in spite of it. Two factors have been mainly responsible for their success. They have opened branch offices in France. They have chosen the executives and staffs which were to handle their foreign business with great care, realizing in how great a measure success or failure depended on these.

A mechanical engineer of note, who was sent to France by the American Government to investigate the machinery needs of that country, laid down as the first rule for the conducting of a successful business in France, the necessity of direct contact between the American seller and the French buyer. He stated, that it was his considered opinion that in 95 per cent of the cases where American products had failed to find a market in France, the cause of the failure was due to the American manufacturers attempting to establish sales relations through agents. These statements are given added force by the fact that several important American banking institutions, which, up to the present, have been content to handle their French business through agents, have, now opened branches in France.

The huge export trades built up by England and Germany were largely due to the facilities offered the English and German manufacturers by the branches which their banks opened abroad. The American banks, which have opened offices in France, have had to compete not only with the existing French banks, but with long established British banks. That they have been successful in the face of this competition has been in large measure due to the existing French-American trade relations. That they are expanding is the indication that they expect the American manufacturer to develop further the possibilities of the French market.

Co-operation between the American manufacturer and his bank; co-operation between these and the French public; both these factors realized, and the consumption of an important part of America's production surplus will be assured.

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### Are You Aware

That this fall, during the open game season, there are more than five million guns blazing away at our wild life?

That three-fourths of the hunters are not sportsmen, but just plain butchers?

That, at the present rate of killing, there will be no game left in this country within a few years except wild fowl, scattered animal survivors and game preserved in sanctuaries?

That once gone, this beautiful wild life can never be brought back?

That there are only two ways of saving it, viz.: establishing wild life sanctuaries and passing at once wise laws cutting in half the open seasons and the number of birds and animals a hunter may take in a season?

That this concerns not hunters alone, but every man, woman and child in America? That nothing is easier than to take life, but that no human power can restore it?

That the JOURNAL, through the efforts of its readers, has secured pledges of over two million six hundred thousand acres of land—forty-seven states being represented—as private sanctuaries where no hunting whatsoever is allowed?

# The People's Home Journal

For 35 Years a Magazine for Every Member of the Family



# ALL FICTION FIELD

Adventure Ainslee's Argosy-All Story Detective Story
People's
Short Stories

Smith's The Popular Top-Notch The desire for quality underwear is a sure sign of real discrimination. And so, Oppenheim, Oberndorf & Company explain the merits of Sealpax to the million and a half readers of the magazines comprising the All Fiction Field

# FIELD OF GREATEST YIELD

Doubleday, Page & Co. The Frank A. Munsey Co. The Ridgway Company Street & Smith Corporation

MEMBERS A. B. C.

### Try it out in Representative Milwaukee

# Do Automobile Owners Buy Your Product?

Then Wisconsin is one of your most important markets. There are 280,452 automobiles in the State.

Consider Milwaukee. It is the metropolis of Wisconsin. The Milwaukee Territory—The Journal Territory -contains one half the population of Wisconsin in one quarter its area.

Try to visualize that number of carowning, prosperous, progressive families in this rich field. Imagine their daily needs.

Four out of five English-speaking people in Milwaukee read the Journal every day. And The Journal is known throughout this territory as the motorists' newspaper.

The only way to reach these well-todo motorists surely, effectively, economically is with advertising in The Journal.

### The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc. Special Representatives

New York Chicago 8, 1920

How Quick Wit Won Two Continents by Bold Strokes of Advertising and Merchandising

While Looking for Only a Season Filler, Kleinert Company Found a New Business and Swiftly Built It Up into a Big Family

By Edward T. Tandy

HARDLY any lessons are more instructive than those which are to be gathered from the experiences of those who have won big success, not by luck or through fortunate circumstances, but just by readiness to see and to grasp the everyday opportunity. In almost every such case it will be found that the springboards which put prosperity into the leap were bold advertising and mer-chandising methods backing a

quality product.

Take the success of the I. B. Kleinert Rubber Co. as an example. 'When the founder of that house began business he set out to supply a need which he regarded as an urgent one, but it was one which, while he made a success of it, could not by any means have been developed into bigness-it meant a living, not an industry. The cold winds of Manhattan in winter bit his ears. He felt the need of ear-muffs. It was as an ear-muff manufacturer that I. B. Kleinert started. An ear-muff manufacturer he might have remained to the end, for he was soon doing a good business; but he was not the sort of man who is content with small things.

I. B. Kleinert was an astute person, he knew the value of advertising, though this was more than fifty years ago. He advertised his ear-muffs in a most successful, if not quite orthodox way. In one day he set all New York talking about ear-muffs. The temperature that day was hovering about zero and the wind bit to the bone-and every policeman in the city was wearing ear-muffs! Never had such a curious sight been seen before. Ear-muffs went over big after that, and how all the police came to have ear-muffs

that day is nobody's business now.

But the trouble with the earmuff business was that ear-muffs sell only in the winter. During the summer Kleinert could make all the ear-muffs the trade would carry. By shutting down he always lost his experienced hands, and every year he had to bear the cost of training new ones. He looked around for something which would sell in the summer and could be made in the winter so that he could hold his work force together all the year round. And he hit upon dress shields.

Out of that grew the I. B. Kleinert Rubber Co. and an industry with an extensive line of sheet rubber goods selling the world over. Ear-muffs are still made by the house, but they are now a mere incident in the business, though since the development of the automobile, ear-muffs sell to an extent never dreamed

of by I. B. Kleinert.

From the first, dress shields were advertised and with such an alertness to take advantage of new advertising chances that in an amazingly little while they were known to women the coun-try over, and the company had obtained distribution by jobbers everywhere,

"L" CAR CARDS AN EARLY MEDIUM

The elevated railway in New York had just been opened and was a new wonder in the world. Everybody was discussing it. Thousands of people made special trips to the city to see and ride upon the steam train that ran overhead alongside bedroom windows. The car-cards of "Kleinert's Dress Shields" met the eyes of all of them, and the women carried back to the village news that in-

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terested them more than even riding in the new train. "Kleinert's Dress Shields" were among the first commodities advertised in the "L" cars, and the contract with this firm was reproduced in a fullpage advertisement in a leading dry goods paper to attract other dry goods manufacturers to use "L" car-cards.

In size of campaign the company was also a pioneer in street-car advertising, if not in fact the first dry goods house to use street cars on a national scale. Throughout the country its advertising appeared wherever cars ran. Coupled with women's magazines, fashion and dressmaking publications, and extensive trade paper work, this was some advertising for the period. And it quickly made a dress shield industry.

"But you must remember that it cost us less then to be in every car in the United States than we pay nowadays for the street cars of New York City alone," Ralph Guinzburg, assistant treasurer and advertising manager of the Kleinert Company told me the other day. "For all that, it was pretty big work for that time, especially for a young industry. But it unquestionably paid.

questionably paid.

"Our experience has been this. Advertise rightly, and pretty soon you will find your customers are working for you. Proof of this is found every time we add to our line—the advertising we have already done on our established lines carries our new line over at once. 'Jiffy Baby Pants,' the last new member of the family, went over so quickly that it has become our biggest seller, and yet has had almost only incidental mention in our consumer advertising. That is the sort of result you get from the good will you build up by continuous advertising in a big way."

From the first the feature of the dress shield advertising has been, and still is, the Kleinert guarantee. By this guarantee the house undertakes to pay the entire cost of any garment injured by the use of a Kleinert dress shield. The feature of the merchandising plan has always been to win over the individual dressmaker to try a pair of Kleinert's dress shields. The only change in this plan has been the extension of it to manufacturers of ready-to-wear dresses and suits.

Having in a relatively short time won a firm hold on the dress shield trade in this country, the company turned to the market in Europe. An office was opened in London and a man with a big reputation as a wholesaler of such goods was secured as European manager. In a little while this man threw up his hands and cried out for help.

"No Englishwoman can be induced to pay a shilling (24 cents) for a pair of dress shields," said the London manager; "she can get French ones for sixpence (12 cents) a pair, and she won't pay more."

Victor Guinzburg, now president of the company, went over to England to see what could be done. This was about thirty years ago—and here is how by bold strokes of advertising and merchandising he made the women of England and Europe pay his price and added another continent to the Kleinert market.

Mr. Guinzburg visited one of the biggest wholesalers in London and was told that the only thing for him to do was to make a shield that would sell at sixpence a pair. After he had examined the shield with which he was to compete-a piece of silk rubberized on one side instead of a thin sheet of real rubber covered on both sides with silk-he promptly wagered the cost of a dinner for two that he would call again within two months and get that wholesaler's name on the dotted line below a big order for Kleinert dress shields to sell at one shilling a pair.

The American manufacturer knew that the task before him was a hard one, but he had learned the power of advertising as done in America and the merchandising effect of appealing to the dressmaker direct. Mr. Guinzburg decided to hit big and hard in an American way.

He engaged a London mailing-

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# Reaching the Buyer

### of Electrical Equipment in the Industrial Plant

More and more American industry depends on elec-tric power. Estimates from tric power, Estimates from census figures show that 10,760,000 hp. of electric mo-tors are installed in the in-dustrial plants of the United States. From 1914 to 1920

industrial users of electric energy from central station lines alone increased in num-ber 67.2 per cent. You who advertise electrical equip-ment want to reach these prospects. How are you de-ing it! And—

### What Does It Cost You?

What propertion of the readers of the publications you are using to reach these industrial plants are directly and personally interested in electrical equipment? How many of them know anything about it!—or are capable of

intelligently passing on its purchase!-or are responsible for the ability of the equipment purchased to make good on the job? And how much is it costing you to reach those men?

#### ELECTRICAL WORLDthe "Blanket" Medium

In the industrial world, as elsewhere, matters referring to electrical equipment are placed in the hands of elec-trical mem. ELECTRICAL WORLD is the medium that reaches the greatest number

of these men—the publica-tion that "blankets" the elec-trical buying power in indu-try. When you advertise in ELECTRICAL WORLD you reach 27,000 electrical men weekly. This number includes

#### 6,707 Electrical Men in 3.957 Industrial Plants

influence on electrical sales

These are the men who plan for industrial service. These and approve the application are the men YOU want to of electrical equipment to in-reach. And you can reach men who exert the decisive them ALL in a single medium -ELECTRICAL WORLD.

#### ELECTRICAL WORLD

10th Avenue at 36th Street, New York

One of the Eleven McGRAW-HILL Engineering Publications

list house to procure the names and addresses of all the dressmakers in England more than

25,000 in number.

To every one of those dress-makers Mr. Guinzburg mailed a pair of Kleinert dress shields with a letter asking the lady to try them in a dress or suit, and telling her that the guarantee, to pay her her full price for the garment if damaged by the shield, was backed by money deposited with the Bank of England for that purpose.

That he followed with a double-page spread in the leading dry goods weekly publication in London-some space in those daysand in this advertisement he reproduced his letter to the dress-

makers.

To give these bold strokes time to have their effect, Mr. Guinzburg went on to the Continent for a rest. But at Hamburg he found the dry goods wholesalers waiting for the man who gave away 25,-000 pairs of dress shields as an They were all advertisement. ready to sign contracts to handle his goods. At Vienna it was the same, so too at Budapest and everywhere.

Mr. Guinzburg was not content' with this success in selling whole-sale. He meant to sell retail as well and establish a permanent business in Europe. He jumped into advertising there in big and novel ways. Here are a couple

of examples.

In Vienna he noticed that the public omnibuses badly needed repainting. He offered to repaint them at his own expense and pay \$1,000 for the privilege if the city would let him paint his advertisement along the panels on both sides. The city accepted his offer—and the public 'buses of Vienna carried advertisements for the first time.

In Budapest he noticed that on all the 'buses a ticket receipt was given for every fare, and the back of the ticket was blank. Guinzburg offered to provide tickets enough for an entire year free of cost to the city-if permitted to print his advertisement on the back of each. That city accepted Mr. Guinzburg's offer too. And the 'bus tickets of Budapest carried advertising for the first time-Kleinert adver-

That was how Europe was added to the company's market, England was included when Mr. Guinzburg got back to London, for the wholesaler paid for the dinner and gave him the biggest

order he would take.

'He just showed them that there are better and surer ways of winning in competition than the foolish and ruinous ones of cutting price and lowering quality," said Ralph Guinzburg, tell-

ing me the story of his father's trip to Europe.
"So it has been with the company ever since," Mr. Guinzburg continued. "We have added item after item to our line and care has been taken that each item added should be something to meet a distinct need. At the same time each item has been given some special feature which has increased its advantage to the purchaser and at the same time has given it great advertisability.

Take rubber bathing caps, as an instance. The plain old-fashioned cap answered the purpose so far as keeping the hair dry went, but a woman wanted something more than that. By making rubber caps in attractive colors and becoming shapes, we got something that could be adver-

tised in a big way.

"Again, rubber sheeting had long been sold, cut from the roll at time of purchase, any length the customer thought she needed. Simply by discovering what were the standard sizes actually needed for various purposes we were able to put those sizes up in packets. That saved the customer the the customer the trouble of measuring. But it also enabled us to brand our quality of rubber sheeting and to advertise it effectively."

Just a matter of having, or not having, the merchandising wit and the advertising courage—that is all that makes the difference between the man who says a thing cannot be done and the man who

goes out and does it.

INDIANAPOLIS - A SELLING OPPORTUNITY



ONSIDER Indianapolis as a city of a million and a half people. The Radius is so closely linked to the city by a wonderful network of steam and interurban lines that the retail district of the city is really "down town" for the entire radius. This is reflected in that Indianapolis is the 13th retail market of the country though 22nd in population.

#### The Indianapolis News

First in National Advertising in Six Day Evening Field

New York Office DAN A. CARROLL Tribune Building FRANK T. CARROLL Advertising Manager

Chicago Office J. E. LUTZ First National Bank Bidg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

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# How many officers of corporations make \$5,000?

(For the year 1916 the Government's report classified incomes by specific occupations. There were \$5,000 corporation officers with incomes over \$5,000. The latest report that for 1917, did not make the same classification. The significance of the number \$5,000, however, is kept by raising the income s'as from \$5,000 to \$5,000 to allow for inflation.)

STSTEM
The Magazine of Business



. 1020



ORE than 200,000 business men are reading SYSTEM for November. That is the "world's largest" business-man circulation. And it's the re-

sult of giving the active business man what he wants to read.

For instance, take this November number. From the article by President Vauclain of the Baldwin Locomotive Works to the replies that Cox and Harding give to eight business questions, there are altogether 29 pithy articles for men who are doing business.

You couldn't refrain from reading two or three of those articles if you had the magazine in your hand. Try it and see. That's the best test of System's advertising value.

rapidly covering the whole business market

HEOTERAL 31

IN HARTFORD AND CONNECTICUT THE COURANT STANDS FIRST

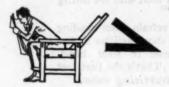
#### THE ANGLE OF RELAXATION



Some newspapers are read with indifference—folks run through them in a half-interested, monchalant manner. Often indeed this is the fate especially of evening newspapers at the hands of tired, busy men and women. And, naturally, advertising in these papers gets only a passing interest.

VS.

#### THE ANGLE OF INTEREST



Watch the way folks read OTHER papers—such as the Morning Courant in Hartford. They rush to the doorstep mornings to get it—or quarrel with the newstand bey if the supply's sold out. They read every line BECAUSE EVERY LINE 15 WRITTEN FOR THEM TO READ. And they even study the advertising with real avidity.

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The HARTFORD COURANT, Connecticut's most powerful and America's oldest daily, attracts one type of reader—the kind that sits at the angle of interest. Thus it happens that many successful advertisers find their copy in The Courant never fails to bring SALES in Hartford and the Connecticut Valley.

## COURANT

GILMAN, NICOLL & RUTHMAN Representatives World Bldg., N.Y. Tribune Bldg., Chicago

WHY COURANT Readers Sit at the Angle of Interest-See Next Week's Advt.

28, 1920

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Advt.

#### Soliciting Advertising Thirty Years Ago

A Half-page in Periodicals Was a Novelty, Rates Were Elastic, Circulations Discounted and Publishers Planted Inquiries

#### By An Old Timer

I SUPPOSE you would call me one of the old timers. A quarter of a century ago I started soliciting advertising and have stuck to it ever since. Perhaps I may be wrong, but the modern method of soliciting business lacks much of the excitement of the old days. I am certain that it lacks much of the humor.

The first space contract I ever received stands out very clearly in my mind. My employer gave me a list of prospects to work, among them being a manufacturer who was just on the point of marketing a new device. Bolstering up my courage I called and to my intense surprise was awarded an order which, in those days, was looked upon as large space. All that day I thought of my luck and when evening came I remember I celebrated my good fortune by ordering an extra large dinner and a visit to the theatre.

On the way to the office the next morning I soared in the clouds—until something punctured the bubble. Glancing at the newspaper which I had just purchased my eye was caught by a headline which caused my heart to skip a beat. In a daze I read that my first advertiser had committed suicide during the night by blowing out his brains. Frankly, I was not so surprised at this news as I had been the day previous when he had given me the contract.

Soliciting advertising in the old days was a very different sort of proposition from what it is now. In these hectic times it is an actual relief to look back to the days when every general advertising agent had a big Welcome woven in the mat. Years ago there were only a few general advertising agencies in the East. You could practically count them on your fingers: Bates, Pettingill,

George P. Rowell, J. Walter

Thompson, and a few others. In New York most of the advertising agents were located along newspaper row—Park Row, to give it its correct name—and it was an easy matter to get in these offices. Every office had the latchstring out and it was scarcely ever necessary to make appointments. An out-of-town solicitor, coming to New York on business, could go from one office to the other and see everybody in a very short while. It was easy and it saved shoe leather.

In these present times of double-page spreads and large space contracts it is interesting to look back to when a quarterpage in a magazine constituted the popular space. A year's contract calling for quarter pages was considered good business.

#### AGGRESSION SELLS A HALF PAGE

I remember how I secured one of my first increases in space. The question of renewal had come up with one of my space buyers. I had been quoting quarter pages when he suddenly asked me what half pages would cost. We had made no provision for such an event, but hiding my confusion I hurriedly figured what I thought would be about right. My method of figuring slips my memory, but it must have pleased my advertiser, for he handed me the contract. This was considered a great coup and I was highly complimented by my employer for my unusual business ability. The facts were kept to myself.

Speaking of figuring rates reminds me of my first attempt. It happened by chance during my second call directly after my first advertiser had blown out his brains. Entering the office of a certain advertising agent I was

asked to figure on a daily paper proposition, two inches twice a week, three inches four times a week and fifty-six lines on Sun-This was a hard nut for a green cub to crack, but I buckled down to work. Twenty minutes passed and I was still fig-uring. The harder I worked the more confused I became in my calculations. Finally the agent took out his own pencil, grabbed my rate card and came to my rescue. In a twinkling he had the total. "That's what it ought to be," he said, and I accepted his word with a sigh of relief. Afterward I found out that besides being correct to the decimal this man had the reputation of being the closest buyer of space in the country. Later, when I was in a position to do so, I threw many thousands of dollars his way.

#### SPECIAL RATE CARD FOR A HARD-BOILED BUYER

The rate question in the old days was a flexible one, and usually the solicitor had the sanction of the publisher to cut where it was necessary. Advertisers, as a rule, liked to jockey, and many a hard battle was fought attempting to come to terms.

ing to come to terms.

I recall one grouchy old customer who always asked, "What's your rate?" Upon being told he would snap out, "I'll give you half." He never varied from this practice and his policy soon became known among the boys. The old fellow was a large space buyer, and to get around him some of us had special rate cards printed giving our figures as exactly double. These cards were reserved for this particular buyer, and the plan worked beautifully.

"What's your rate?" he would demand, and out would come one of these special cards.

"I'll give you half," he would yell, and with tears in our eyes we would humbly agree. To my knowledge the scheme was never discovered and in telling of it now I am offering no excuse for the deception.

Discussing rates calls to my mind a few interesting things about contracts. To attempt to bind an advertiser down to a written and signed contract was often the surest means of insulting him. Verbal contracts were the rule, and they were considered as good as gold.

I had a bad half-hour once with pompous old gentleman to whom I proposed a written memo authorizing a thousand-dollar renewal, "for billing purposes," as I expressed it. Rising in his wrath he told me that if my publication did not think enough of the honor of his house to run his advertising without a contract he would call the deal off. I can see him now, bristling with indignation, shaking his fists and kicking the rug as he gave vent to his injured feelings. To calm him I practically got down on my knees and explained that his word was as good as a government bond. It was an anxious period

and a bad break on my part.

Advertisers in the old days had queer ideas regarding the selection of mediums, and solicitors, too, worked more or less in the dark regarding the true facts pertaining to the circulation of the papers they represented. I doubt whether any but a purely local publication could have told where its circulation was distributed. Such questions were rarely asked by advertisers and circulation figures did not come in for a fraction of the attention they receive to-day. The deciding factors, which influenced the purchase of space, were the general reputation of the mediums, their standing, who published them, and last, but not least, how well the advertiser knew the solicitor.

From the standpoint of the old time space buyer, advertising was advertising, divided into two classes—mail-order and general magazine. The common policy was to use all mediums of worth, scattering the appropriation over as much ground as it would cover in small space. Many concerns were founded on this policy—Sapolio, Huylers, Pearline, Royal Baking Powder and other old friends whose names recall the days of thirty years ago.

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28, 1920

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#### There's a Thirty Million Dollar Annual Pay Roll in Muncie

Muncie, the Magic City, the metropolis of Eastern Indiana, has an annual pay roll of \$30,000,000.00. Half of this sum is paid to 9,000 factory workers, who are earning an average of \$35.00 weekly.

New industrial plants now under construction give promise that the number of high grade workers now employed in Muncie will be greatly increased, perhaps doubled, within the year.

Write for the analysis of the Muncie market to the paper that thoroughly covers this section, The Muncie Star.

The Muncie Star, The Terre Haute Star and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

#### The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York Western Representative: John Giass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

Of course, getting back to circulation, the solicitor had to be able to talk it if called on to do so, and various methods were employed to arrive at the figures. Some of us claimed the number of readers and others based their figures on the total number of copies sold.

#### BEFORE THE COMING OF THE A. B. C.

A favorite argument, and one often used to clinch a statement regarding circulation, consisted in submitting for inspection the postoffice receipts for copies mailed. Figuring the number of papers to a pound, and using the number of pounds mailed as a foundation, it was easy to compute the circulation and verify the figure by flashing the receipts obtained from the postoffice. This method of proving circulation was a logical one, yet there were some advertisers who made it hot for the boys by picking holes in this defense. It was quite common to have thrown at you the accusation that bricks were placed in the mail bags before they were weighed, or that the papers were wet before they were placed on the scales. Some advertisers believed these stories and many a time I had to fight hard to correct such impressions.

When large circulation figures began to be talked about we met with considerable doubt. The paper claiming 100,000 circulation was considered a world beater and often we had a hard time to get the figures believed. I remember a story which spread rapidly regarding a certain mail-order medium. The mail-order mediums were the first to come out with gigantic circulation claims and the story somehow started that ten or a dozen copies were being mailed to the same address and that these were being included in the total. It was an uphill fight to get the truth established.

Never shall I forget the time when the policy of keying copy stirred up a lot of trouble. It gave a loophole for certain advertisers who were looking for general publicity to hand back something good and hard to the solicitor.

One case in particular comes to mind. A certain publisher sent one of the boys out to tackle an advertiser for a renewal. advertiser had been running a keyed advertisement and upon being confronted with the proposition of continuing his contract became exceedingly wrathful. Never once, he claimed, had he received a single reply. Having no satisfactory come-back to this statement the solicitor returned to his office and reported the interview. This time it was the publisher who blew up.

"We've got him right where we want him," he said, pacing up and down the room. "I answered that advertisement myself, and I also got four other people to do the same. At least five letters were received, which proves that he was only stringing you."

Planting inquiries thus existed in the old days, yet it is a fact that there were some advertisers who would actually go to the trouble of putting a wrong key number in their copy merely so that they could say that no replies were received, and on the strength of their demand secure an extra insertion at no cost.

Many concerns had no use at all for advertising solicitors and I recall a trip to Boston during which I climbed seven long flights of stairs to interview a prospect. When I reached the top I read this sign tacked to the door:

"No peddlers, book agents, beggars or advertising solicitors allowed."

I made a copy of that sign in my notebook and started pounding on the door. After a long interval of waiting I got in and talked to an unkempt individual as dingy as the stairway. Putting up a bold front I presented my case and was told that no advertising was needed. Moreover, the dingy individual informed me that he knew how to build up his business without any outside help.

Three years later, while on another trip to Boston, I took par-(Continued on page 40) **Better Than** Three States

I The 1920 census gives Baltimore a population of 733,826-more than half the population of Maryland—and 109,-596 more inhabitants than the combined population of Vermont, Nevada and Wyoming.

This concentrated population offers you a market that is easily and economically covered through the home delivered circulation of The Sunpapers.

Mrite our Service Department for additional data on the great Baltimore market and conclusive proof that

**Everything In Baltimore** Revolves Around THE SUN

Morning

Evening Sunday

JOHN B. WOODWARD Times Bldg., New York

GUY S. OSBORN Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper" -They Say "Sunpaper"

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# Large increase in production announced

Two large New England mills make important addition to resources of Robert Gair Company

FOR over fifty years we have enjoyed the patronage of leading manufacturers in every industry. Recently, however, in site of rapidly expanding plants, our volume of output has been unable to keep pace with our volume of sales.

It is a great pleasure, therefore, to be able to announce the acquisition of two large New England box-board mills which will enable us to inaugurate a special expedited service, guaranteeing timely production on the largest orders.

The plant at Haverhill, Massachusetts—on the Merrimac River—is being newly equipped with the latest type of machinery for making folding boxes, including large Hoe-Duplex presses and a battery of Miehle presses. This insures a large monthly output of all grades of folding boxes for distribution from a point in the industrial center of New England.

At Thames River, Connecticut, we are building and will shortly have in operation a plant for the manufacture of corrugated cases that will surpass any in existence today. It will make available a large tonnage for distribution from this convenient point on the New England shore.

To supplement these new sources of sup-

ply we have located on tidewater within a short distance of New York Harbor-

A large operating plant at Piermonton-Hudson with complete equipment for the manufacture of fibre shipping cases-

The home plant at Brooklyn, the largest of its kind in the world for the manufacture of folding boxes, labels, and window display material.

#### Pioneers in package merchandising since 1864

Founded in New York in 1864, the Robert Gair Company has devoted over half a century to solving package problems for the leaders in every industry.

Because the greatest package merchandisers of the country recognize our ability, more than a billion dollars' worth of goods was carried last year in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing, and chemistry departments. Our plant is the largest of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your product-Folding boxes, Labels, Shipping cases, Window display advertising-giving unity to your product from factory to consumer.

#### ROBERT GAIR COMPANY

BROOKLYN Folding boxes

Labels

Shipping cases

Window display advertising

### Buy-ology

SOME day, perhaps, buying will be taught as a science in the technical schools. When that time comes, a special course ought to be devoted to the buying of printed advertising.

Reason why: there's nothing tangible about it. An agreement to produce a booklet or a catalog is only a promise to perform. It can't be handled or tested or analyzed or weighed. The buyer must know something of the mechanics of printing, and be a good picker into the bargain.

When a buyer picks the Charles Francis Press, we take unusual pains to make good the wisdom of his selection.

#### Charles Francis Press

461 Eighth Avenue New York

Telephone Longacre 2320

, 1020

ticular pains to climb up the same seven long flights of stairs. The sign was still on the door, but the office was empty. The moral of this holds good to-day. Contrasted to modern times it

Contrasted to modern times it was easier to do business with agents in the old days. Lists were not made up and closed in any season, and it seemed possible to do business at almost any season of the year. To the oldtime solicitor it appeared that there was always a little something over to take up a good proposition.

to take up a good proposition.
You could do business, too, by correspondence. I recall one time when ten letters sent out to ten prospects landed five contracts in ten days' time. Looking back on those five contracts I am sure I did not half appreciate the ease with which they fell my way.

I am still soliciting advertising, the modern way now, and the ghosts of the old days are things of the past. Publishers have grown, advertisers have grown, and solicitors have grown also. Those advertisers who were with us a quarter century ago, and who have stuck, have changed their policies in regard to advertising. They are demanding specific information regarding circulation and distribution. They are demanding a service which once did not exist, and they are getting it. The solicitors are trained to modern methods of selling, yet the members of the "old guard" cannot help but cherish the memories of the days when the game was young and everybody was learning to play it.

#### Southern Newspapers Adopt an Advertising Slogan

"SELL It South." These three words form the keynote and slogan of a \$25,000 campaign to advertise Dixie as a place of great opportunity for manufacturers and advertisers throughout the country. The 228 members of the Southern Newspaper Publishers Association have subscribed the money for the campaign.

At a joint meeting of the publishers and the Southern Council of the American Association of Advertising Agencies, held last week in New Orleans, the sloganwas chosen at the final session on October 20, the details of the campaign were determined upon and the mediums were selected.

The S. N. P. A. hopes to dispel the illusion prevalent in some quarters in the North that when cotton drops in price the South goes on the rocks financially. This impression has been traditional since the days when cotton was the South's one staple, and its price fluctuations were an accurate chart of financial conditions.

A new system of gathering and furnishing copy for the campaign will be used. On October 25 each of the editors of the 228 newspapers in the organization was to publish an editorial setting forth that the financial condition of the South is better than that of any other section of the country and outlining the reasons. The best thought of these editorials will be incorporated in the advertisements.

Members of the publishers' committee are Arthur G. Newmyer, chairman, associate publisher of the New Orleans Item; C. D. Atkinson, business manager of the Atlanta Journal; Harry C. Adler, publisher of the Chattanooga Times, and C. F. Gladfelter, manager of the Louisville Herald.

The committee of advertising agents who will conduct the campaign includes Ernest E. Dallis, chairman, president of the Johnson-Dallis Company, Atlanta; W. R. Massengale, president of the Massengale Advertising Agency, Atlanta; Thomas E. Basham of the Thos. E. Basham Co., Inc., Louisville; and Morton Caldwell, vice-president of the Chambers Agency, Inc., New Orleans.

#### Verree & Conklin Add "The Post-Intelligencer"

The Post-Intelligencer. Seattle, Wash., has appointed Verree & Conklin, Inc., its representatives in the national advertising field.

#### To Get a Message to the Dealer's Salesmen

Trade Paper Advertisements, Perhaps in Serial Form, One Resultful Method

SEPTEMBER 17, 1920.

Editor of PRINTERS' INK:

May I trouble you to advise us at your convenience as to your sugges-tions? We are making a medium price line of bedroom furniture, at present four complete suites in three different four complete suites in three different finishes and we are adding two new pat-terns. We are making at the present time at the rate of about one million and half dollars per year. We are readily selling our output, and all to the very best class of huyers in all sections very best class of buyers in all sections of the country, and our goods are giving genuine satisfaction, selling off the floors of the dealers at good profits to them and satisfaction to the consumer. Our designs are very good, as we have one of the best designers in the country; our construction, there is none better; our workmanship and our finish are as good, if not superior to any similar line. our workmanship and our finish are as good, if not superior to any similar line on the market to-day of our class, and we are constantly striving to better the quality of our goods in every way. We are selling the very best class of stores in cities like New York, Philadelphia and elsewhere, and upon a recent visit to some of these stores the buyers all stated that the line was very satisfactory. We are not content with letting well

We are not content with letting enough alone, and we are trying to make enough alone, and the while. We do the goods better all the while. We do not anticipate any national campaign of

not anticipate any national campaign of advertising, because we do not think that we have the output. We sell through commission traveling salesmen, about eleven in all, all high-class men.

Our advertising has been only exhibition at the market in January and July at Grand Rapids, a page in a furniture paper, catalogue, and an occasional letter. Our line is sold principally in the larger towns and cities. We want to cater to the best stores and to furnish them with advertising helps, newspaper electros, etc. From the above you will get an idea of our position and what we have to offer.

What I want to know from you is your suggestions as to how and in what manner we should tell the buyers of the best stores, about what we have to a best stores, about what we have the have to the control of the best stores, about what we have to the

best stores, about what we have to offer and how we can assist them to sell offer and how we can assist them to sell the goods after receiving them. It is largely up to the boys on the floor, of course, after we ship the goods as to whether our line goes or net. As stated, our salesmen are good, high-class men and popular with their trade and, of course, they look after this end as much as they can.

We pay 7 per cent commission to our traveling salesmen. We will appreciate your suggestions and your help.

The Brane Formatting Coursely.

THE BLANK FURNITURE COMPANY.

'HIS furniture manufacturer I brings up a problem that frequently arises in the affairs of the comparatively small producer. Until they are able to produce on a larger scale, these concerns are not in position to advertise in a big way. In the meantime, there is much that they can do and should do to promote their busi-The company whose letter we quote anonymously has been advertising in a limited way. The methods it has used are good and evidently have proved to be resultful. It is not, however, satisfied to stand still and is anxious to take another advertising step forward. It is especially anxious to gets its message to the buyers and to the floor salesmen of the best stores.

#### THE MEDIUMS FOR THE PURPOSE

Perhaps the first thing this manufacturer should do is to advertise more extensively in the fur-niture trade papers. There is no better way to reach the retailer than this. Such advertising would also get to the retailer's floor salesmen, as it is the custom nowadays for merchants, especially those running specialty stores, to let their clerks see the business papers covering the trade in which they are engaged.

As to the copy to be used in such a campaign, it could make a double appeal-one that would interest both the buyer and the salesmen. An excellent type of message for the purpose is what we might term the "manual copy," This takes up in chapters, in serial fashion, a complete discussion of the product, telling all about it, how it is made, how it should be used, how to sell it, etc. Each advertisement could cover a chapter of the story.

Copy of this kind has been becoming increasingly prevalent in recent years. A good illustration of this kind of a campaign is that of E. C. Atkins & Co., Inc. In January, 1919, that company ultful

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DVERTISING ex-L' clusively to discriminating people presupposes the acceptance of the product by those people.

Every reader of a New York Theatre Program knows that the product advertised must have quality, because the advertisement is read by only that kind of people.

What better quality atmosphere than this exists?

Over a million and a half a month concentrated on the best people in New York-The largest volume of class circulatian in the world.

#### New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. Little Bldg.

BOSTON SAN FRANCISCO Crocker Bldg.

began to publish a series of advertisements entitled "How to Sell a Saw." The talks were started as the company stated, "in the belief that thousands of sales are lost because salesman are unfamiliar with the product they attempt to sell." Here is a typical chapter. It was called "A Personal Canvass of Prosperous Farmers." We quote it because it shows the human quality of the series:

"It is hard to believe, until you stop and think about it—farmers offer a bigger market for the average line of hardware than all the carpenters put together. There are nearly six million farmers.

"When it comes to saws, they have the money and the willingness to buy good saws, if you are on the job with some information that will sell. 'Catalogue houses' are 'there' with the 'cheap stuff,' but farmers are ready to buy the better qualities which you have there behind the counter if you will go after the business. It will be a pretty good idea for you to take a dull day in the store now and then and get in personal touch with some of the farmers in nearby territory. Have an Atkins catalogue under your arm and a bunch of assorted saws in the car. Ask every farmer to show you what saws he has in use. You will find battered remnants from Noah's Ark. Ask him what he does with the old horses who have outlived their usefulness. He will see the point.

"Then show him your Atkins saws, and by actual demonstration bring out their good points. Then if you are on your toes, you will be able to show him why he should have a new buck saw for the woodpile, a new cross-cut saw and a new hand saw for his home butchering and a hack saw set for his metal cutting.

"Don't forget that from farm to repair shop is quite a little way and the farmer who is forehanded has in his own shop or barn a kit of essential tools for quick repairs. Your experience in handling farmers and the information you have gathered in your conversation will enable you to pick

out what he needs—and before you know it, you will have sold him. Having sold him, it will help to sell his neighbors, because you can go down the road to the next house and say, 'I just sold your neighbor, So-and-So,' which among farmers is a big point.

"Before you leave your farmer customer hand him a copy of our book, 'The Saw on the Farm,' which we will gladly send you free, if you will say how many you can use.

"A few trips like this and your house will be known as the saw house and yourself as the saw expert of the place."

These advertisements were so well received that when the series was concluded, E. C. Atkins & Co. had to collect them in the form of a manual for the many retail hardware salesmen who wished to keep them for permanent use. This, by the way, is a good thing to do. Where a series of interesting educational trade advertisements has been run, it will often be found that a collection of them will make an excellent manual. If our correspondent is able to prepare an instructive set of trade advertisements, there is no reason why these messages should not be put into a manual.

After we had attended to this question of salesmen education, if we were this manufacturer, we would get up some kind of local consumer campaign to be run in the newspapers and perhaps in other local mediums in those places where proper arrangements could be made with the retailers.

In any event, in addition to the effort concentrated on the retailer and his sales force, some promotion work should be done on the consumer. This is trade co-operation of the highest order. Regardless of how well the retailer merchandises his goods, pushing them out to the consumer, his efforts will be all the more effective if at the same time there is a pull from the consumer. This pull will exist only where advertising makes the consumer conscious of the high quality of furniture the dealer is offering.—[Ed. PRINTERS' INK.

1920

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### TEWISH

THE prominence of Jews in music as performing artists and composers is merely the emphatic expression of a strong and all-pervading racial characteristic.

The Jewish people are the world's great music lovers. By the lowliest and most cultured among them, music is considered a necessity, closely akin to the three primary needs of food, raiment and shelter.

It is therefore not surprising that editorially the Jewish newspapers of New York give more space to musical critiques and notices of musical events than many metropolitan dailies. . 1020

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### MARKET

MANUFACTURERS of musical instruments, pianos, phonographs and records have here a market that does not have to be "educated." The Jewish market is a certain and profitable field for every kind of high grade musical merchandise.

Any one of the Big Four of Jewish Journalism in America, published in New York City, will advise manufacturers how best to place their goods before the Jewish people. It is a service in merchandising that is invaluable and is the basis of success of scores of articles now selling in the Jewish market.

Jewish Daily News

Jewish Daily Forward The Day-Warheit

Jewish Morning Journal

There is no "waste circulation."

You need only to make them want what you have to sell—

for readers of the New York Evening Post are an intelligent and prosperous audience who can afford to buy.

#### Association Members Benefit by Quality Note in Advertising

The Plan of the American Face Brick Association to Turn Home Builders to Brick Houses

#### By G. A. Nichols

A DVERTISING sometimes can go far back into history for its talking points and be all the better for it. Witness the campaign now being carried on by the American Face Brick Association. Nebuchadnezzar, the Egyptian task masters, the tower of Babel and other historic or legendary personages and places are brought into the argument to prove the aristocratic lineage and honorable service of brick.

Nebuchadnezzar in addition to being the only Babylonian king who ever ate grass, is also depicted by the American Face Brick Association as being an advertising man. His subjects got the manufacture of hardburned enameled brick down to such a fine point that the king took the industry in charge and stamped each brick with his name. In other words he then and there originated the custom of using a trade-mark on a manufactured product.

According to Herodotus, the ancient Egyptians are to be credited with the first work in advertising brick. On a pyramid made of sun dried brick the historian tells us he found an inscription reading something like this: "Disparage me not by comparing me with pyramids built of stone. I am as much superior to the mas Ammon is superior to the rest of the deities. I am constructed of brick made from mud which adhered to the ends of poles and was drawn up from the bottom of the lake."

In these days when definite advertising presentation is so persistently called for, some might think that the American Face Brick Association is in error in devoting much good printed matter to tracing brick from its origin in Chaldea up to its present

state of usefulness. But the best answer to such criticism can be seen in the fact that the printed matter of this association is being eagerly sought for as text books in grammar and high schools. Furthermore the association now is preparing reels which will tell the history of brick in motion-picture form. Several State universities will use these as part of their extension courses in history. When you are trying to put over an idea having to do with the popularizing of a certain class of building material or anything else, you are doing some real advertising when you get educational institutions to use your matter in this manner.

#### GIVES NEWS OF BRICK HOUSES

The institutional advertising campaign of the American Face Brick Association has its basis in a national appeal of unusual scope. In periodicals of many descriptions and in architects' and building journals are appearing advertisements stressing the beauty of brick-built houses. is a campaign to sell people on the idea of using brick in the construction of homes. In some cases the advertisements appear in colors. Each has a strongly executed illustration designed to show the structural and artistic value of a brick house.

The object of the advertising being to attract people's attention by emphasizing the appearance of brick, it is executed in a highly artistic way so that the impression of class may be conveyed by its make-up as well as by what it says. This same quality note is to be found in all the association's advertising.

"We believe," G. C. Mars, director of the association's service department, said to PRINTERS' INE, "that advertising matter should be built so as to match up in quality and appearance with tup in quality and appearance with to send without charge an artistic booklet, entitled "The Story of Brick." It is assumed that if a person's interest is aroused to cussing with the committee on publicity a certain piece of advertising matter that may cost, say, \$15,000. I tell them that if they

statements as to the value of brick for building material offer the point of getting him to send for the book he will be interested in a somewhat detailed account

of the history and romance connected with brick making.

Hence the book goes back to the very beginning of things and traces brick from then down to now.

Beginning with the first brick made in Chaldea it tells the story in a readable, non-technical way that will interest almost anybody. Modern methods of manufacture are described with all the difficult part left out and then the reader is informed that the American manufacturer of face brick has far outstripped the rest of the world in the range of color tones and textures he offers.

The book then enters into a discussion of the three basic requirements of building-utility, strength and beauty -and brings out arguments in an effort to show why bricks

are best suited for realizing these. The discussion about home building appeals to the person of moderate means who perhaps has had no experience with architects and builders and who does not know how to go about it to finance the proposition. All this is treated in detail, together with a number of miscellaneous subjects relative to the use of brick in building.

"The Story of Brick" is lavishly illustrated with the very best engravings that money can



The ABIDING CHARM of the House of BRICK

The Story of Brick

O the builders of permanent homes Face Brick offers a potent appeal. Durable as stone or granite. Affording safety from the fear and fact of fire, and comfort through all seasons. Beautiful when completed, and mellowing with age—color blendings and harmonies beyond the scope of other materials. Not cheapest in first cost but, viewing the home as a permanent investment, the most economical of building ma-terials. Send at once for "The Story of Brick"-the supply is limited.

AMERICAN FACE BRICK ASSOCIATION 1136 WESTMINSTER BUILDING - CHICAGO

A CHAPTER IN THE CONTINUED STORY OF BRICK

will allow me to spend \$5,000 or \$6,000 more on the job I can bring additional business considerably in excess of that amount. The truth of the principle has been proved many a time.
"You cannot get over the idea

of quality through flooding people with cheaply executed advertis-ing matter. Say less, say it forcefully in a quality way and you will get results. At least we have."

The magazine advertisements after two or three well-directed

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Most unusual in its method was the full page of advertising carried in The Minneapolis Tribune recently for the Fidelity and Deposit Company of Maryland. The company had made a painstaking survey throughout the United States by regional districts of the four fundamentals affecting the weifare of the nation, namely, industry, agriculture, finance and politics. The summary of this investigation was published in tabular form in the page advertisement and presented a most interesting and valuable picture of the entire business fabric of the centry. Copy for the page was furnished by the F. J. Ross Advertising Agency of New York.

The Holeproof Hosiery Company of Milwaukee has picked The Minneapolis Tribune for its fall campaign, copy coming from Lord & Thomas.

The Estate Stove Company is warming things up in the Northwest with a forceful advertising campaign in The Minneapolis Tribune, placed by Lord & Thomas.

The Minneapolis Tribune, long recognized as the automobile medium of the Northwest, and, in fact, the first newspaper in the Northwest to take up the automobile industry when it was in its infancy and help promote it, is carrying a campaign of most attractive full page ads for the Dort Motor Car Company, copy coming from the Green, Fulton, Cunningham Agency.

The Minneapolis Tribune has been selected again for the fall and early winter campaign for its knit underwear by Julius Kayser & Co. This copy, which is snapplly illustrated and carries a strong selling argument, is placed by the J. Walter Thompson Co.

Another Minneapolis industry has been wen over for newspaper advertising—Salisbury & Satterles Co., manufacturers of mattresses, spring beds, etc. The Minnespolis Tribune is carrying a once a week campaign for this company, running right through the fall and winter months to next May. This copy is being prepared and placed by the MacMartin Advertising Agency of Minnespolis, and both text and illustration present in most pleasing prospect the advantages of the mattresses and other products of this enterprising firm.

Mazola is being further popularised amongst the people of Minneapolis and the Northwest for the Corn Products Refining Co., by a well sustained achedule of display advertising in The Minneapolis Tribune. Orders for the campaign are coming through E. W. Hellwig & Co.

The Minneapolis Tribune is carrying the advertising campaign for Martin & Martin, placed by the Brandt Advertising Co.

The Paris Factory of Minneapolis, affiliated with the National Candy Co., Inc., has selected The Minneapolis Tribune for an attractive campaign in behalf of its confections. Copy was prepared and is being placed by the Mitchell Advertising Agency of Minneapolis. The copy has a particularly happy appeal to lovers of candy and should do much to further popularise Paris Factory confections throughout the Northwest.

The Minneapolis Tribune has been chosen for the fall campaign of the Majestic Electric Development Company, copy coming from the Mate Le Vene Agency. This is certainly timely advertising for the Northwest, where the coal condition should make electric heaters or any other device that will save the use of coal, a very desirable addition to the equipment of the home.

Member A. B. C.

#### The Minneapolis Tribune

FIRST In its City

FIRST in its State

FIRST in its Federal Reserve District Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.
Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

buy. This is in keeping with the association's policy of having its advertising measure strictly up to the character of the product. The reading matter in it is designed not only to sell the prospect on brick, but also to cause him to send for a copy of another book called, "The Home of Beauty." This second book costs him fifty cents. In sending for it he is asked to use a card which is sent with "The Story of Brick," telling what he thinks of the book, about when he expects to build and the approximate amount of money he is soing to send

money he is going to spend.

"The Home of Beauty" is a collection of architectural designs for small houses submitted by architects all over the country as the outcome of a nation-wide competition conducted by the association. More than 400 architects entered the competition which was given publicity in various architectural magazines. Five leading architects acted as judges and selected fifty designs to go into the book. Each design is illustrated with a good drawing and also a floor plan. Complete blue prints of any plan in the book will be supplied for \$25.

"Our object in charging for this second book," said Mr. Mars, "is not so much one of trying to reduce our advertising expense but rather to insure a proper appreciation of the high-class printed matter we send out. Our experience in printed advertising has been that much of its effect is lost when it is cheapened by being sent out too readily. When you charge for advertising matter you thereby establish it as a thing of value and if people think enough of it to send you money for it they certainly are going to read it."

In confirmation of his idea Mr. Mars said that in the last two months about 21,000 of "The Story of Brick" books were sent out free in response to requests made by people who had read the advertisements. Of these approximately 8,500 had sent in fifty cents asking for copies of "The Home of Beauty." The fifty cents received for the book

just about covers the cost of production.

When a person requests either book his name is at once put on the prospect list and is sent to the various face brick manufacturers serving his district. There the association's work ends so far as selling effort is concerned.

Another book sold by the association is "A Manual of Face Brick Construction." This is designed for the guidance of the local carpenter or contractor who may not be acquainted with brick construction. It is written in a semi-technical style although in plain language. It discusses every detail of a building from the foundation to the roof and by means of a wealth of drawings makes clear the various ways of laying brick so as to obtain the maximum good results. There also are fifty or more house designs illustrated in colors, Drawings of the floor plan are given. Full working drawings, specifications and bills of material needed will be supplied by the association for a stated price in connection with each plan. The book is sold for a dollar a copy.

An architectural consulting bureau is maintained by the association to give anybody, including builders, competent advice and assistance in all matters relating to construction. A considerable amount of the counsel is free, as a matter of course. But when any plans are sent or special work is done, a nominal charge is made.

This matter of charging is where the Face Brick Association differs from some other organizations of its kind. The policy, however, was deliberately decided upon as being the thing that could cause the association's advertising and other efforts to be appreciated at their full value.

The American Face Brick Association consists of something over a hundred manufacturers located in various parts of the country. Its directors are so chosen that each district will be represented by an executive officer.

To finance the organization's work each member pays an as-

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#### If it is Retrenchment That -

has stopped you from becoming a user of Truth Productions, we suggest that you consider most carefully the fact that Industrial-Educational Films increase the results secured from other mediums, at the same time that they themselves produce.

Of course to produce at all they must be made and used properly. Our organization invites your intense scrutiny not only of its present facilities, but of its past performance.

We have yet to discover an organization that cannot use Truth Productions in some department of its work with gratifying success. Look into the matter.



Among others, we handle the Industrial-Educational film work for Holmes & Edwards silver, National Jewish Hospital, and Fleischmann Yeast.

#### HARRY LEVEY SERVICE CORPORATION

Producers and Distributors of Industrial Educational Films

Offices and Studios: 230-232 West 38th Street NEW YORK CITY



# The ETHRIDGE A New York Studios - 25 East 26th Street 6

#### THE WOMAN BEAUTIFUL

YOU need no introduction to Mr. C. Allen Gilbert or his exquisite work. We feel that in having him with us, we perform a service to all Advertising.

Mr. Gilbert is essentially a delineator of THE American woman. He has created a type distinctively his own yet one which deftly visualizes an aristocracy of beauty. His portraits of womanhood are universally popular—everyone approves of them.

Arrangements for a personal interview can be made, and examples of Mr. Gilbert's more recent canvases should interest you.

ASSOCIATION of ARTISTS
treet Chicago Studios - 140 N. Dearborn Street

"eighteen years in business"

sessment based on a certain percentage of his gross shipments. Under the present plan the maximum amount that can be expended for advertising and other association expenses is \$300,000 a year. But it has not been necessary as yet to collect the maximum. The plan is elastic in that members can be called upon to their proportionate contribute share insofar as such contributions are needed.

The work of the association extends farther than the co-operative institutional advertising of brick. It has set a rigid standard both in the way of quality of product and ethics in business practices that manufacturers must agree to live up to before they are admitted to membership.

"We could not afford to have it any other way," said Mr. Mars. "The making and selling of brick has been one of the world's most honoréd industries since the doings of mankind have been recorded in history. And while there is a great record of achievement to back us up, there are vastly greater possibilities for the future. The brick business, comparatively speaking, is just beginning to come into its own. That is why it is so important that quality and business practice should be of the very best."

#### Good Lists for the National Advertiser

IN my estimation, the purchase of mailing lists should be centered in one person-not necessarily in the purchasing department-and this person, by association with the line of goods to be marketed and the conditions under which they are sold, is in a position to have a pretty fair idea of the facts in the case. He should then become acquainted with the listing companies. He should know them well, know their personnel, know their plant, and know their methods. Then only is he in a position to buy intelligently.

The field for the proper service in the line of lists is practically Three years ago I unlimited. tried to place thirty thousand dolworth of business in one bunch and in one job. They were data which were to be compiled from the very things that many of the listing companies claimed to be specializing in. Could I get the service that I had to have? No, indeed.

As to how to keep lists in good shape. If mailing lists are compiled by salesmen of your own organization, they must be revised daily through the medium of daily reports upon the trade.

If use is made of purchased lists, they must be used promptly and all returns promptly elimi-nated, and new lists should be purchased at least quarterly or semi-annually in accordance with your knowledge of existent con-

It hardly pays to revise a purchased mailing list. There are about 5,000 changes daily in the United States on business concerns alone, and in the course of three to six months the changes upon the majority of lists are great indeed.

In order to get good mailing lists and keep them good, we must: order intelligently; cooperate fully with the listing companies; build them up to presentday standards through insistence upon present-day requirements and service; pay adequately for what we want and we must use them promptly, correct them promptly and buy frequently.—C. P. Ufford, of the B. F. Goodrich Rubber Company, addressing the convention of the Direct-by-Mail Advertisers and House-Organ Publishers.

#### Two New Accounts for James Agency

The advertising account of the American Grocers' Society, Newark, N. J., with branches in fifteen cities, is being handled by the James Advertising Agency, Inc., New York. Newspapers in large cities will be used. The James agency is also handling the account of Youell's Exterminating Company, Westfield, N. J., using weekly and daily newspapers.

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#### The Harlford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of The Hartford Times

HARTFORD department stores are recognized as the finest between New York and Boston.

They are so progressive and metropolitan that they draw their

patronage from the four corners of Connecticut,

All this means a great influx of suburban and country town buyers.

The bulk of this patronage comes from Hartford County, of course, and one big newspaper, THE TIMES, has been a great factor in the building up of this patronage, resulting in unusual prosperity to Hartford stores.

The fact that THE TIMES carries far more department store and specialty shop advertising than the other Hartford daily and Sunday paper combined is proof of the universal circulation of THE TIMES.

THE TIMES is a consistent business getter— National Advertisers will find it a powerful magnet.

National Representatives
KELLY-SMITH COMPANY

Marbridge Bldg., New York Lytton Bldg., Chicago 66

PRINTERS' INK Oct. 28, 1920



# Junior

On the same land that the grand old Southern Colonel, who typifies the spirit of the South of yesterday, struggled for years to make both ends meet, Colonel, Jr., his son, last year grew a \$6,000,000,000 crop.

And Colonel, Jr., the Southern farmer of today, with his \$6,000,000,000 is on the market for every time and labor saving farm implement made, every farm improvement he can get, every home convenience he can buy. He dresses well, he lives well, and he reads the Southern Ruralist, which, with a circulation of 350,000—after January 1, 1921, 98% agricultural — completely covers the Southern farm field.

#### Southern Ruralist

Audited by the A. B. C.

#### ATLANTA

New York—A. H. Billingslea, No. 1 Madison Ave. 8t. Louis—A. D. McKinney, Post Dispatch Bidg. Chicago—J. C. Billingslea, Advertising Bidg. Minneapolis—R. R. Ring, Palace Bidg.



(Photo of New Cadillac Service Building)

#### A Monument to Service

This fine, white jewel of a building out Cass Avenue, and near the world's largest office building is nearly ready to serve Cadillac owners well. It is a service monument, erected by the good-will that fine workmanship has created, and dedicated to its maintenance.

The good-will of this great community may be quickly obtained by good advertising placed in an environment that enhances its goodness, and fortifies its effectiveness.

Such an environment is found in the columns of The Detroit Free Press, where national and local advertisers of reputation tell their merchandising story to an audience that represents positively the best of the buying power in America's Fourth City.

Clean journalism, ever responsive to national and civic needs, has earned for this newspaper an enviable reputation for good that enhances any advertising appearing in its columns.

#### The Detroit Free Press

"Advertised By Its Achievements"
Foreign Representatives:
VERREE & CONKLIN, Inc.

**NEW YORK** 

CHICAGO

DETROIT

#### To-morrow's Appeal to the Farmer

Something to Controvert the Popular Impression That Because of Shortage of Labor, the Tiller of the Soil Will Not Be a Receptive Prospect

#### By S. C. Lambert

WORD has gone forth, over those invisible wires which so often transmit entirely unfounded rumors and promises of disaster, that the farmer is "right up against it," that he can't get labor to come to the farm and that he must stand at his own front gate with a shotgun to prevent the labor that is there—including his own boys—from hustling off to the city.

We have been told that the situation is serious; that unless labor is willing to get out into the fields and put in a good day's work, six days a week, there will not be enough food to go around.

Still other vague reports have it that the farmer is likely to tighten up on his buying for a while, and that even the most alluring campaigns will fail to induce him to buy to any appreciable degree.

There's just one serious trouble with "rumors." They so seldom come true, or, at least, prove as terrible as the professional alarmist would have us think. In the case of the farmer, we have every reason to believe that rumor can be very largely discounted. Cartoonists will have it that every country turnpike is cluttered with farm-hands seeking city employment, or rugged sons of farmers making a quick hike to the bright lights.

There is some of this, unquestionably. A far greater area of land would and could be under cultivation were it not for labor shortage. Canned goods would be cheaper if crops were greater and labor less expensive. If a great canning industry goes to a farmer and is willing to pay him in full, in advance, for planting ten thousand acres in peas, and the farmer can accept only half of the amount because it is impossible to cultivate those other five thousand acres, then canned peas will be

more expensive. The output is less, the demand as great or greater. Foreign markets are still hungry

But some of us are inclined to look upon these facts through the eyes of the alarmist. We believe that the farmer is hopelessly snarled up, and that food production is curtailed to the point where the next meal is an open question.

#### POWERFUL, AND KNOWS IT

The advertiser should know, if he does not know, that nothing is more safe and sure and steadfast and invincible than the American farmer. He stands on no brink and faces no gigantic disaster. He is not losing hope; his ambitions are as great as ever, his position and his buying power as satisfactory.

Granted that there is a labor shortage, and that more crops could be produced if there were an increase, it is exceedingly significant to look at the farmer's own quiet 'side of the question. It is his contention that the country, as a whole, would not be much better off under a brilliant regime of crop production with markets glutted.

Cheaper prices would prevail. The farmer would get less for his crops.

And it is an unwritten rule among them—as in other lines of endeavor—that following a year of low prices the crops are automatically reduced the next season. The farmer himself can control this situation—and does.

The consumer may have his own opinion in these matters, but there is a tragic phase to the observations of expert investigators who have seen entire crops of tomatoes, cucumbers, fruit, etc., rotting in the fields and orchards, because the price did not justify even putting them in crates.

The stern facts seem to be these—the prices of farm products must be kept at a point where the farmer can go into the market and pay wages in proportion. to those paid by the manufacturer; if he cannot, then the time may come when there will be such a shortage of food that we will all hunger.

Agriculture is a conservative enterprise and the farmer is not worrying half so much about his crops as are some who have only an indirect interest in agriculture. The farmer, you may be very sure, will not allow his acres to lie idle if there is any possible way of using them. He will not sell his dairy cattle even though milk may not bring him a profit for some time.

He is in an established business which is incapable of being swung first one way and then another without heavy losses. The farmer does not give a receptive ear to the numerous rumors that crop up.

Not long since, farmers and editors of farm journals were asked to speak at meetings of those who had hypnotized themselves into the belief that the country was about to step off into oblivion and agricultural disintegration. But the farmer was not interested. The farm-paper men smiled. "Quiet down—what's all the fuss about?" they observed.

But the farmer is beginning to believe that he must do something to offset the prevailing and popular impression that the farm is the next step to purgatory for labor. We may yet see—and at no far distant date—a concentrated a dvertising campaign launched and paid for by farmers the country over, to correct this impression. The farmer says it is untrue. He says that the unwillingness of men and women to work on farms is due, in no small measure, to the garbled writings and words of the misinformed.

There is a lot of "loose talk" about the desolation of existence there, the poverty of entertainment. It has remained for one farmer to start the ball rolling, and to advertise the other side of

the story. He goes about it in no half-hearted spirit, and in his remarks may be found the basis of an advertising campaign which, if run in periodicals and newspapers, would not only correct a palpable wrong, but send laborers to the farms in goodly number.

When Uncle Sam wants soldiers or sailors he advertises for them. When a big institution is in need of workers it advertises, it tells the pleasant features of what it has to offer. The telephone companies would have great difficulty in filling vacancies were it not for the advertising of the sunshiny elements of work at a switchboard. It isn't all drudgery and saying "number, please." There are beautiful rest-rooms and recreation hours, opportunity for advancement, a bright future, etc.

The farmer has never thought of telling his own true story in print. Yet if he went about it in the correct spirit, the cost, per farmer, would be ridiculously small. Imagine the appropriation for advertising that could be raised if every farmer in the country contributed a few dol-lars to an advertising fund. The dairymen did it and cashed in handsomely on the investment. If the farms want labor, then why not advertise for it as others advertised? It is simply that the big industries and the big cities are not only advertisers but consistent advertisers. All the virtues of the big plant and the big city have been attractively presented.

With the advent of many manufacturers into the farm field, either for recreation purposes or as a strictly business proposition, commercial practices such as this are being put into use in a small way on the farm or at least being suggested by these executives who have seen them work out successfully in the world of business. There is Charles G. Morris, for instance. Mr. Morris is a successful manufacturer. He has also extensive agricultural inter-ests. To these he believes it both logical and possible to apply the same success-building fundamentals used by his factory. His

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#### BUNTE BROTHERS MANUFACTURING CONFECTIONERS

. CHICAGO. U.S.A. October 27, 1970.

The New York American, Herohandising Department, 1854 Broadway, New York City.

Gent] enens

I believe you will be interested in knowing the success ashieved through your remarkable broadside, which has accomplished real thinge in the sales of Sante's Cough Drope in the New York territory.

Personally, I am more than pleased with the results, and my emitre Sales Department - to the man. - whom I did not inform of the coming broadside, reported the wonderful effect it had on the retailer.

The average cales of our men tripled immediately after the broadside was sent out.

This was the best of all, for: "The thing that counts in the selling world ampreced - increased orders".

I am informed by our Kindow Trim Department that 100% of the dealers who signed and returned post cards requesting window displays immediately permitted us to trim their windows.

Let me again thank you for your three master Herokandis-ing Windows, which are in the busiest sections of New York.

I was such pleased with the interest displayed by the great masses of passers-by and dealers in the Bunts displays.

Let us assure you that on my future campaigns for Burte Bros. I will endeavor to again use your merchandising service to the fullest axtent, as I now realise you know trading conditions in your market.

Yours very truly,

ideas on how farm labor can be secured are founded on the same formula he and other business men employ in securing factory help. Take the following excerpt from an article, of which he is the author, appearing in a recent issue of Hoard's Dairyman:

"There is no way of selling a product or an idea like advertising it, and what is sufficiently advertised is to a large measure believed if it has a foundation of truth. How many farmers are in the habit of advertising for help in their business? If the farm labor situation is occasionally acute or if there is a real peril in the inducements held out by the manufacturer to labor that might otherwise go to farms, is it because of the good old trite reasons that have become habit with most folks? In my judgment it is not because farm labor is hard. Many kinds of city labor are harder. It is not because the farmer has to do without certain things. In the city you have to do without everything von can't pay for

you can't pay for.
"You can buy anything and everything you need in the country if you have the money. The farm labor problem is not acute because the life is lonely. Any farm boy who has gone to the big city will tell you that in spite of the lights and the possibility of excitement and entertainment, there is no place in the world so lonely for a stranger as the city. A stranger on the farm can soon find friends at every turn. A man may be practically alone in a city for months or years before he finds a real friend. The farm labor problem is not acute for lack of play hours or for something to do with them. Farm boys and men play differently, of course, but there are few restrictions. They do not do their playing in the streets. It is harmless play, moreover. The hours on a farm are not long. assuredly are long at certain seasons of the year, but at other seasons the actual hours spent in work on farms is amazingly short. I hazard the guess that the average farmer spends less time at

hard labor in a year than the average city man does who works with both head and hands."

Rapidly, and with enthusiasm, Mr. Morris assembles the bright things about farming and labor there that certainly carry conviction. We never knew there could be so many.

As to the coming year and the farmer's ability to buy whatever he fancies, these Government facts seem to answer the question: The crop of wheat is far above the average for the past ten years. The corn crop is the third largest in the country's history, cotton is above the average, sugar beets, oats, potatoes—forty-five million bushels more than last year—and the number of dairy cows is on the increase. Who said that farming and foodstuffs were going to the everlasting bow-wows?

Certain industries are either idle or have decreased their output to such an extent that thousands of employees have been let out. These laborers will finally seek the farm. It has always been so in the past; it will be so now.

But the farmer needs to clear up some of the mysteries and falsehoods connected with his profession. He is a mighty power in the aggregate. His pocket-book would never feel the expense of an advertising campaign calculated to work several ways from the middle. The public would be interested in knowing about crops, the difficulties of raising them, the magic story of the soil and its output. It is contended that, as in every other line, knowledge of these things will make people more receptive to living prices for crops. And the labor problem would be eased over for a great many years to come.

There will be more advertising to farmers in the future and better advertising. It will be wider in its scope. Fewer lines of distinction will be traced. The farmer is in a position to buy whatever the city man buys and is as eager to possess luxuries and modern labor-saving devices.

Thumb-Nail Sketches
of Washington, D. C.

\$1,449,200 For Street Repairs Within a Year

THAT is a pretty good sum for improvement.

The residents of Washington spend many millions every year for "improvements" whose acquaintance they make through the advertising columns of the Capital City's only 3 cent daily newspaper.

### The Washington Times

The National Capital's "Only 3c Newspaper"

The preferred paper of those willing to pay a little more for something a great deal better.

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative G. LOGAN PAYNE Marquette Building Chicago, Illinois

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#### Newspapers Must Secure Higher Average Net Income Per Copy in Justice to the Industry and Advertisers

Tendency of Space Buyers to Inquire Into Circulation Revenue of Mediums Drives Publishers to Adopt Business-Like Policy in Circulation Departments.

In November, 1919, the first month, the present owners of The Tulsa Tribune operated in Tulsa, the cash receipts for a circulation of 22,700 daily were \$4,010 or \$.006 per copy. Instead of accepting this condition as satisfactory and building upon that foundation, a circulation of larger volume, The Tribune immediately installed a strict business-like system in the circulation department, and from a net revenue of \$.006 per copy, the following healthy circulation revenue was built. The story of the result of a business administration in developing circulation in our own field, follows:

1919	Average Daily Circulation	Net Receipts from Circulation	Average Net Return Per Copy
November	22,750	\$4,010.54	.006
December	22,534	5,106.78	.0077
	19,288	7,675.63	.011
February	18,165	6,742.03	01
March	18,617	8,696.81	.014
April		8,374.95	.015
May		9,300.97	.015
June	19,959	9,316.03	.0155
July	20,193	9,107.72	.0147
August	20,491	9,765.16	.0154
September	22,167	9,804.92	.015

The foregoing record was achieved because the common ambition to build a larger volume of circulation than that claimed by the competition was cast aside as unworthy of consideration. On the contrary, rates to agents in the trading zone were doubled, and in exceptional cases, tripled. The rate in the City of Tulsa was increased from 15 cents per week to 18 cents and later to 20 cents per week.

This policy naturally operated to eliminate the worthless circulation, and the volume dropped as we ruthlessly cut off the unpaid subscriptions. It was not a long time, however, until the tide turned and the volume began to climb upward and the revenue increased as the above tabulated statement illustrates.

Space buyers the country over, are listening intently to publishers who can honestly claim to own a circulation that is 100% paid. They realize that the antiquated policy in vogue that caused publishers to cut each other's throats, resulted in creating a burden that their clients were obliged to carry without the possibility of a fair return.

# gher Agencies Demanding Men With Greater Knowledge and Experience to Select Mediums

The great majority of space buyers are saying that the best interests of the agencies and the advertisers can best be promoted by encouraging the introduction of a strict business administration in circulation development and maintenance. And this sensible view of the space buyers is going to help considerably to eliminate much of the waste of newsprint which has begun to stifle the press and inflict a penalty upon manufacturers whose output must be placed largely through the advertising columns of the newspapers of the United States.

Newspaper publishers, agencies and advertisers alike, must view the present newsprint situation from the standpoint of the economic principle involved, if the interests effected are to make satisfactory progress in the future.

Manufacturers who spend tremendous sums for advertising space will be favorably impressed with the determination of the agencies to trust the selection of mediums to only such space buyers whose knowledge and experience is such as to make them capable of expending large appropriations with intelligence. It is most encouraging to see the trend of inquiry into the elements of circulation that determine largely its worth and which, for many years were ignored.

The honesty and integrity of a newspaper is one of the most vital elements in building result producing power. It is a distinct encouragement to publishers, who have always felt a pride in the fact that their news and editorial columns have been held sacred, to know that at last this practice is becoming general among space buyers.

The matter of business policy which controls circulation development: i. e., how much cash do subscribers have to pay and what is the net return per copy to the publishers of the total sum the subscriber pays, is coming into greater prominence among the questions efficient space buyers are asking.

Is circulation revenue—Book revenue or is it honest cash? That is another factor that is interesting to advertisers. That is pertinent.

The Tulsa Tribune welcomes the most minute investigation into its circulation records. There is plenty of possibility for future improvement in circulation maintenance. The net income per copy we are now receiving is not the maximum a newspaper should receive. The Entire industry must be raised to a higher plane.

### The Tulsa Tribune

Tulsa's population, according to last census, increased 296%
Richard Lloyd Jones, Editor T. F. McPherson, Business Manager

National Representatives

Payne, Burns & Smith, Inc.

New York

Boston

G. Logan Payne, Inc.
St. Louis, Detroit, Chicago, Kansas City

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vn field.

Net Copy

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### Uncle Sam's Family Paper Is The Washington Star

—and that's the one paper you <u>must</u> use—and the <u>only</u> paper you <u>need</u> use to thoroughly introduce your product into the National Capital.

Our Statistical Department is at your service for facts and figures concerning this market.

### The Kvening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office Dan A. Carroll Tribune Building Chicago Office
J. E. Lutz
First Nat. Bank Building

#### Coal Enters National Advertising Ranks

The Consolidation Coal Company, a Pioneer in National Advertising, Finds That It Can Trade-Mark Service

CAN coal be advertised successfully? There are many coal companies, hundreds of mines, many different kinds and classifications for many different heating purposes. Furthermore, even if there was a way of advertising it, or the service performed by a coal company, in view of the many difficulties attendant upon its mining, transportation and selling (not to speak of the attitude of the buying public toward the coal producer in general), would it be advisable to attempt to popularize either the product, its uses, the company or the service performed by the organization at this time?

The present national advertising campaign of the Consolidation Coal Company answers these ques-

tions.

This company is a pioneer in the national advertising of coal. Its campaign started when there was a shortage of the product, due to transportation difficulty, and at a time when it could sell more than could be mined. Almost any company, starting in on a national advertising campaign for the first time in its history, might have felt justified in postponing advertising under these conditions.

There were examples of pioneer advertisers in other fields before it. It knew that back ten years or more ago it was said tin couldn't be advertised. It had once been said that zinc, granite and certain of Nature's natural food products, as well as minerals and metals, could not be advertised. But to-day it sees in magazines fascinating stories of roofing tin, zinc, and granite. Even trade-marked lumber has entered the lists.

With these examples as guideposts was it so certain that it could not even hope to achieve a certain degree of success?

A different conception of the scope of advertising from that which brought these industries and organizations to advertising, was behind the Consolidation company's decision the national field on a considerable scale. The company felt, first of all, that it was vitally necessary for the people of the country-the coal consuming public-to have a better knowledge and understanding of the conditions of the industry as exemplified in its mines. It recognized that wider understanding and cooperation are necessary if progress is to be made in the effort to serve the consumers of the country efficiently and economically. The company was unwilling also that in a period of misunderstanding and some fault finding, there should be the slightest impairment of its own good reputation. And finally, it felt that the men who make up its personnel could point with pride to its advertis-ing, especially if the advertising revealed to others that this company had a genuine reason for existence.

#### BRANDING A SERVICE

If raw coal itself could not be branded, at least the company could "brand" its sort of service rendered coal consumers, big and little. This idea brought forth copy that has been informative, educational and descriptive. An example of one of the many service demands that are made upon a coal company is given in a representative advertisement of the campaign, which read:

"The operating executive of a great Eastern railroad began to make things hum when his prize fast passenger train was reported late four days in succession. Fuel records showed more coal burned on each trip, despite the delay. Because Consolidation Coal was

being burned, he looked to us to

locate the trouble.

"As the first move, one of our testing engineers—a husky sixfooter-put on overalls and acted as fireman on the passenger train. He found that our coal had only recently been substituted for that from another company. By long experience with the other coal, the crew had learned its peculiari-They knew just when to pile ties. it on in time to get big power for the bad grade climbs. They knew when to shovel fast and when to let intervals elapse between times. The same procedure had brought steam failures with the new coal and the engine did not respond to sudden demands.

"The next report was: 'On time and less coal burned.' The answer Consolidation had been found. Coal not only was vindicated, but its superiority established. By firing the engine himself, our engineer had found that Consolidation Coal required different treatment in keeping the grates iree, supplemented by the use of the fireman's bar and a change in fueling intervals. If given this treatment, results were more economical than for the other fuel.

"This is cited as a demonstration of the actual and practical service of our Testing Department, which is back of every ton of Consolidation Coal. Every consumer of industrial fuel has some fuel problem peculiarly his own. His balance sheet and the efficiency of his plant may be affected by some hidden difficulty in the selection or application of coal."

With this copy quotation as an example, it will be readily seen that the idea of trade-marking service has opened a field of illustrations for the copy writer that is practically exhaustless. It has, of necessity, created copy that is informative, educational and descriptive, rather than selling in tone.

Although the copy may not re-veal it, this company had another desire in opening its campaign beside the trade marking of its service. It hoped that its campaign would cause its competitors

to see that a time when the entire industry was losing in public favor was the right time to advertise. It hoped that every organization in the industry would in advertising set forth the reason why it existed, showing by those reasons the service rendered the The Wholesale Coal consumer. Association, whose campaign was described in PRINTERS' INK of September 16, has been one of the first coal organizations to advertise since the campaign of the Consolidation Coal Company began.

#### Montgomery Ward & Co. Open Portland Store

Open Portland Store

Montgomery Ward & Company, who have recently completed a plant at Portland, Ore., have opened a sales and display room in that city.

According to Women's Wear, a representative line of general retail merchandise will be on display and an adequate sales force will be on hand. Purchases may also be made from catalogues. Full-page announcements in local papers feature the opening and as a sample of the savings guaranteed hosiery bargains are offered.

#### Hassler Shock Absorbers in Carfada

Robert H. Hassler, Inc., Indianapolis, manufacturer of shock absorbers, has appointed the Baker Advertising appointed the Agency, Limited, to handle its Canadian advertising. A coast-to-coast campaign is being planned.

#### Manahan Account with Philip Kobbe

The Philip Kobbe Company is now handling the advertising of the Mana-han Moth Paper Company, Inc., New York, manufacturer of "Manahan" York, manufacturer of management bags. A newspaper schedule is

#### Butterworth a National Gravure Representative

Bert Butterworth, Los Angeles and San Francisco, has been appointed Pa-cific coast representative of the Na-tional Gravure Circuit's list of rotogravure sections.

#### "The Conning Tower" Sights Job in the Offing

Account Manager desires change. \$5,000 a year.—PRINTERS' INK. As Josh points out, it's a good deal of change.—F. P. A., in New York Tribune.

THE

#### FIRST

500,000

RANCIS H. SISSON, Vice-President of the Guaranty Trust Company, offers constructive and timely suggestions in "My Remedy for Bolshevism":

"Tunnelling the Rockies" outlines a vast project rivalling in magnitude the cutting of the Panama Canal:

Stephen Leacock gives an uproarious account of the workman's ascendency to autocracy in "The Kidnapped Plumber."

IN THE OCTOBER 30th ISSUE OF

### LESLIE'S

THE FIRST 500,000 OF THE READING MILLIONS

Have you been reading Leslie's lately?

THE

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#### Advertising Investment Fortifies Trade-Mark Rights

Instances in Which Established Relationship Between Trade-Marks and a Product's Advertising Has Secured Favorable Action by Authorities at Washington

Special Washington Correspondence

RECENTLY the Supreme Court of the United States gave full trade-mark protection to the expression "Round Oak Moistair Heating System," after all the lower courts had decided adversely. This victory of the Estate of P. D. Beckwith, Inc., the manufacturer of Round Oak ranges and heating systems, is chiefly noteworthy in that it emphasizes the principle that establishes direct relationship between advertising expenditures trade-mark rights.

Of course, it was not solely because this advertiser of furnaces laid down the cards of its adverexpenditures that tising swayed the judgment of the court. Other national advertisers have taken Federal courts into their confidence regarding the amounts that they have expended trade-marks and entrench other mediums of good-will ex-Some of them have, pression. indeed, boasted greater liberality than the Beckwith corporation, with its budget of \$80,000 and up per year. But Beckwith has scored by emphasizing the intimacy of the contact between advertising investment and trademark valuation.

In the argument before the Supreme Court the thought was stressed on behalf of Beckwith that the whole advertising struc-ture of the firm had been built upon the trade-mark that the Patent Office was declining to register, on the theory that it was "descriptive." It was set forth to the court that the dominant motive in the expenditure of thousands of dollars for advertising was the inculcation on the part of the public of a belief that whenever and wherever it bought a heating system with that seal upon its door, it bought quality."

Graphic as is the illustration, it was hardly needed to prove that Federal umpires may be impressed by a showing of the dollar mark behind the trade-mark. There has sunk deeply into the minds of the official custodians of trade-mark rights the realization that such names as "Sunkist," "Kodak," "Uneeda," etc. are valued by their owners at considerably more than \$1,000,000 for each alphabetical letter. But, although the value of conspicuous trade-marks, based upon obvious earning capacity, has thus been underscored, there has been, for the good of advertisers in general, too little effort to demonstrate that advertising investment, by and large, is nothing more nor less than the working capital of the trade-marks to which it gives momentum.

OWNERS OF LESSER KNOWN TRADE-MARKS HANDICAPPED

That this aspect of the matter should be insistently and intelligently brought forward when it is desired to impress a referee in a trade-mark controversy is especially important in the case of newcomers in the field of national advertising and of advertisers who, though long in the field, have always advertised on a modest scale, The repetition of the stories to the effect that the Walk-Over Shoe Company refused \$5,000,000 for its trade-mark, "Walk-Over," and that the Royal Baking Powder Company de-clined a like sum for its name, "Royal," has made an impression in trade-mark circles. there is involved in a legal tangle a trade-mark that has become a household word, the Federal arbiters are naturally predisposed to give credence to claims of vested value that do full justice to the equity involved. But the less-known trade-

### The Carrier Test!

Follow a Star carrier anywhere in Kansas City. See if he misses throwing The Star to a single home.

Every detached house will receive at least one Star and every family hotel or flat will receive at least as many Stars as the number of families it contains.

That is what happens twice a day everywhere in Kansas City.

There are more Star subscribers, served by The Star's exclusive carriers, in Greater Kansas City than there are families.

### THE KANSAS CITY STAR

Average Net Paid Circulation during September:

Morning

Evening

Sunday

210,019

214,111 213,748

Chicago Office

New York Office 2 Rector St.

1418 Century Bldg.

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N Chicago one leading evening newspaper sells at 2c a copy and the other at 3c a copy, and yet there is only about 10% difference in their net paid total circulations—the Chicago Evening American selling at 3c a copy



The net paid total 3c circulation Note of the Chicago Evening American is over 350,000 daily.

28, 1020

In Chicago one leading evening newspaper sells at 2c a copy and the other at 3c a copy, and yet there is only about 10% difference in their netpaid total circulations—the Chicago Evening American selling at 3c a copy



Note The net paid total 3c circulation of the Chicago Evening American is over 350,000 daily.

The Chicago Evening American is a member of Audit Bureau of Circulations

mark lacks this glamor of great wealth unless its owner has been resourceful enough to mobilize all his advertising expenditures behind his trade-mark.

It is a safe guess that every jurist who is called upon to decide questions of trade-mark priority and possession has heard, at some time or other, that a valua-tion of \$45,000,000 was placed upon the trade-marks of the American Tobacco Company, incident to a petition for dissolution of the concern. But if a cencern, even though well known for its product, "starts late" advertise its trade-mark, a Federal tribunal may not realize, unless specifically enlightened, how rapidly investment may pile up. For example, it is reported that the powers that be at Washingwere mightily impressed when it was revealed to them, incident to a contest between the United Drug Company and the Bayer Company, that the advertising expenditure on "Aspirin" jumped from \$133,000 in 1916 to

\$310,000 the next year.

Lord & Taylor banked heavily, a few years ago, in their efforts to oust a trespassing competitor, upon their showing that more than a million dollars had been expended in advertising their "Onyx" brand. When it came to taking testimony, details were given as to the manner in which the annual appropriation worked up from \$100,000 a year to more than \$250,000 a year, with an enumeration of the various forms of advertising employed, but always with emphasis of the fact that perpetuation and popularization of brand name was the chief iscentive of all advertising.

As clinching evidence that Jemonstration of advertising expenditures in behalf of trademark "penetration" really counts in establishing an unclouded title, there are the repeated instances in which the tribunals at the U. S. Patent Office, in making award as between two rival claimants to a trade-mark, have cited as an influencing factor the circumstance that the favored suitor has expended considerable sums to

bring his mark to the attention of the purchasing public. Confessedly, the censors at the Federal clearing house for trade-marks are always prejudiced against a later comer in trade who chooses a trade-mark uncomfortably close to an established mark when he might just as well have selected something entirely dissimilar. And there is nothing better calculated to impress these censors with the existence of temptation for just that sort of imitation than a showing that an advertising endowment has been bestowed upon a pioneer that has thereby become, literally and figuratively, a shining mark.

#### Big New Terminal to Relieve

Chicago Postal Congestion
Relief from the chootic condition
now existing in the Chicago mail service is expected from the building of
a \$6,000,000 postoffice terminal for parcel post and transient mail. This will
be erected in conjunction with the
new Union Station which now is being
constructed in Chicago. The building
will be owned by the Union Station
Company and will be leased to the Government for a term of twenty years.
The olan is to handle in this building
practically all the parcel post mail,
newspapers, circulars and catalogues
that go out of Chicago. In addition
all the transient mail that enters Chicago on the Pennsylvania, Burlington,
St. Paul and Alton roads will be
worked at this point.

#### Bean Growers Prepare for Association Campaign

The National Federation of Bean Growers met in Chicago and decided to inaugurate a national advertising campaign in behalf of beans. The first step will be to urge all the local organizations in the country to join the national association. Then an assessment of a few cents will be placed on each bag of beans shipped. The proceeds will be used to finance the advertising plan. Tentative arrangements include the use of periodical and newspaper space and outdoor advertising.

#### Standard Contract Form Endorsed

The Inland Press Association, in session at Chicago last week, unanimously endorsed and approved the standard advertising contract form prepared by committees of the American Newspaper Publisher's Association and the American Association of Advertising Agencies.

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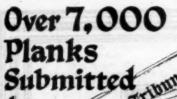
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Doubtless so many successful advertisers use The Journal because it is their one economical means of reaching five out of every seven responsible, English-speaking families in Minneapolis

### THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee



O Mrthune's Nation Wide Platform Contes



# New York Tribu

First to Last - the Truth-News - Editorials - Adverse

# Again une Reader Responsiveness is Demonstrated

THE TRIBUNE, believing that a political platform should be an expression of public opinion, invited its readers to take part in a platform building contest.

The response of Tribune readers was immediate—and convincing.

7,291 planks were submitted another splendid example of Tribune reader responsiveness.

These men and women who submitted planks are representative of the New York Tribune's circulation.

The Tribune Guaranty has created in its readers confidence in merchandise advertised in The Tribune.

You can advertise in other newspapers, but you can only get maximum results from Tribune readers by using the Tribune—the newspaper where advertising is news.

The Better the Neighborhood the Bigger the Tribune Circulation



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Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the Union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market,

# Textile World

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO. 334 FOURTH AVENUE, NEW YORK 8, 1920

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#### How to Use the Foreign Mail Service in Export

Such Questions as "What Are Samples?" and "Why So Much Non-Delivery of Foreign Mail?" Explained

#### By Edwin Sands

Assistant Superintendent, Division of Foreign Mails.

In the early sixties, the foreign mail service in this country was so lacking in uniformity of procedure and postage rates, because each country was dealt with on a different basis, that the then Postmaster-General was led to request the Secretary of State to invite the nations of the world to meet at Paris for a conference on matters postal, and as a result there was held in that city the Postal Conference of 1863, at which the representatives of fifteen nations were present.

What those representatives agreed to was not binding on the countries represented, but each country conformed to the regulations provided, and for the first time in the history of the foreign mail service there was regularity of action and uniformity of rates, as far as fifteen countries were concerned. Later a meeting in 1874 brought into existence the Universal Postal Union.

In the Universal Postal Union, the world has an aggregation of the postal interests of the earth, a corporation, a trust; if there is wanted a plain term for a plain thing. It is a beneficial trust, however, because it has reduced the price of the product, that is postage, to the advantage of the consumer.

The congress now in session at Madrid, the seventh held, has at its deliberations two delegates representing the United States and its possessions. These delegates are Otto Praeger, the Second Assistant Postmaster General, and S. M. Weber, the Superintendent of Foreign Mails.

Let me point out the feature in

foreign mail service regarding which exporters should be most careful in observing for their own benefit, and that is that they place all the postage required on matter destined for delivery abroad. Last year there were 1,739,084 insufficiently prepaid letters sent abroad. This means that the recipients, provided there was an acceptance of each piece, had a penalty imposed on them since all deficiencies in postage are collected at the double rate; that is, if a letter is short paid three cents in postage when deposited in the postoffice, on its delivery, six cents are collected as postage due from the recipient.

How can this failure to pay the proper postage be provided against? The answer is, every exporter should have some system of verifying the amounts paid in postage stamps on letters for foreign countries.

Some time ago I was directed to deal with different corporations and firms relative to their failure to fully prepay their mail. In one institution where four hundred typists are employed, changes in the existing procedure were made to provide that the envelopes of all foreign correspondence be prepared at one point in order that attention might be given to the affixing of postage stamps of the required amount.

In another institution the officials arranged for the inclosing of letters for foreign destinations in envelopes bearing a distinguishing mark; and, in another office, provision was made for the placing of letters for foreign destinations in envelopes of a distinctive color, the domestic letters all being placed in white envelopes. In the office of one corporation provision was made for

Portion of an address given before the National Convention of Direct-Mail Advertisers and House-Organ Publishers, Detroit, October 28-29.

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the dispatch of letters to domestic destinations in Government (embossed) stamped envelopes, while letters for foreign destinations were placed in unstamped envelopes, in order that the proper amount of stamps might be affixed in the mail-room of the corporation.

"What is a sample?" is a question that differs in the answer received according to whether you ask the question at the postoffice or in your own office. At the postoffice the answer is, a sample must not have any salable value, nor bear any manuscript addition, other than the name or firm style of the sender, the name and address of the addressee, a manufacturer's or trade mark, numbers, prices and indications relating to the weight, size and quantity to be disposed of, and words which are necessary to precisely indicate the origin and nature of the article. Articles of merchandise sent for sale or in execution of an order, however small the quantity may be, are not admissible at the sample postage rates and conditions.

When an article of merchandise weighs more than twelve ounces, it cannot be regarded as a sample, even if it is a sample in its very nature. An article such as described, when not accepted at the postoffice, causes many an exporter to write to the Department, demanding protection for America's infant industries, and proclaiming loudly the injustice done him and his business associates because the postoffice will not accept a sample for mailing, when in fact it is a sample. Most complaints of this kind are settled by informing the exporter that he can send the articles by parcel post, within the limit of weight of eleven pounds, twenty pounds or twenty-two pounds, the expiring protest of the exporter generally being, in effect, that he ought not to be put to the expense of paying a higher postage rate and required to go to the trouble of making out a customs declaration for a sample of no value.

Books and printed matter may be sent in the regular mails, up to a weight limit of four pounds six ounces, to all foreign countries, and they will also be accepted as merchandise at the rates and conditions applying in the parcel post service to any country with which such a service is maintained.

To show how essential the proper wrapping of printed matter is to insure its delivery, let me refer to a complaint of the publishers of a magazine published in the United States that their foreign subscribers advised the non-receipt of many issues. In the resulting investigation, the Department wrote to numerous foreign administrations, the first reply to be received being from the Peking office, reading in part as follows: "Of the February issue alone of this magazine, no fewer than fifty-eight copies are lying in the Dead-Letter Office, Shanghai, as undeliverable, having been received without covering been received without covering wrappers."

#### ADDRESSES ON MAIL ARTICLES

Mail articles for foreign countries should be plainly addressed, and that is such a self-evident proposition that it would appear to require no demonstration, but it is a matter of fact that mail articles are not carefully addressed for dispatch abroad. This is made plain by cases coming under the observation of the Department. Take one case as an illustration. A few weeks ago the Buenos Aires office returned some letters mailed by an automobile concern in New York, the letter envelopes addressed to "Mr. Casilla de Correo"—that is to say, "Mr. Post Office Box."

It must be remembered that the addresses of mail articles received in foreign countries, where the written characters employed are not Roman or Latin, must be translated before the addresses can be read, and mail articles addressed in English, received in Turkey, Japan, China or Russia, must be rewritten if sent out for delivery by carrier or messenger. Of course, this applies only to a few countries, for as a general rule the addresses on

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8, 1920

### of what avail

is the finest consumer copy in the world if the message is scattered where the goods are not on sale?

Invest in Newspaper Advertising

#### E. Katz Special Advertising Agency

Established 1888

#### Publishers' Representatives

Chicago New York Kansas City

Atlanta San Francisco

mail articles from the United States being in Roman or Latin characters can be read nearly everywhere. In numerous countries there are no carrier-delivery systems, so that applications for mail at the postoffice must be made in all cases, and this fact should be kept in mind to insure clear and plain addressing of mail articles for foreign destinations.

The United States Official Postal Guide, issued every July, with its eleven monthly supplements, should be found in the office of every exporter, it being needed as a book of ready reference just as much as any shipper's guide, otherwise frequent trips to the postoffice will be required in order to consult the Postal Guide there or secure needed information from the postoffice employees. This guide covers details of the domestic and foreign mail services and is the most comprehensive book of its character issued. No exporter, importer, or one dealing through the mail should be without this publication.

Most of the mail prohibitions, reservations and restrictions applicable to each country are set forth in the volume under the name of each country and it is highly desirable that notice be taken of the different requirements there published, otherwise parcels mailed may be returned or the contents confiscated by the country of destination, or the addressees fined on delivery.

#### NEED FOR CAREFUL PACKING

After it is known that the postoffice will accept a package, the
question of how to pack the contents of the packages arises and
must be given consideration. In
some cases packages may be
sealed; in other cases they must
be packed in a special way or in
wrappers of designated material,
otherwise the packages will be refused. On an occasion like this
it is not possible to go into the
details of packing, but it is sufficient to say that substantial packing is essential because of the
long sea voyages and the many

transfers made of packages in the course of their journey.

Exporters should bear in mind that notations in English on customs declarations attached to packages intended for foreign countries where English is not understood are of little value to the postal employees in the country of destination as conveying information concerning the contents of the packages.

Instead of writing only the words "Samples of Cotton," "Samples of False Jewelry," etc., and, in the proper column, "No Commercial Value," there should, in addition, be written the equivalent terms in French.

The international parcel post is the most convenient means for exporters through which to submit to customers in foreign countries, samples and such goods as come within the weight and dimensions of packages acceptable for transmission in that mail. The parcel post practically goes everywhere and permits every exporter to have his own sales agent, offering exclusively his own goods abroad, at little expense and, moreover, providing the exporter with an agent in every country at one and the same time, so that it may be said the exporter has the world for his field of operation.

It is suggested, as a good practice to be followed in all offices receiving foreign mail, that the letter envelopes be retained and attached to the correspondence so that in case of question as to the place of origin, the post-mark may serve as clearly indicating where the letter was posted abroad.

The need for retaining envelopes will be evident to those receiving correspondence from foreign countries as, in some cases, the letter sheets inclosed do not show the printed name of the firm writing and, again, difficulty is experienced in deciphering the name of the firm from the signature to the communication, whereas the practice generally prevails of printing the name of the sending firm on the envelopes they employ.

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HE WAS SATISFIED WITH THE TALLOW DIP UNTIL HE FOUND THE ARC LIGHT. HE WAS SATISFIED WITH UGLY ADVERTISING UNTIL HE DISCOVERED THE POWER OF BEAUTY. ALL ADVERTISING IS GOODBUT SOME OF IT IS BETTER.

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### Keeping Canada "Sold"

Note: This is a specific message addressed to United States firms with Ganadian branches who are not supporting these latter with national advertising.

VER 500 U. S. firms have branches in Canada. 325 of these firms have built factories in Canada.

These U. S. firms are all wrestling—more or less successfully—with the problem of distributing their goods in this vast territory. Competent selling agents and well-organized sales departments help mightily, so does advertising.

But the day of profit in hit-or-miss advertising has gone. It is a truism that without the well planned National Campaign there is little chance of lasting success.

That this truism is well understood by the great majority of U. S. advertisers can be verified in any edition of the "national media"—

#### The Daily Newspapers of Canada

For in every issue of these newspapers you will find "national copy" prepared by Canadian advertising agencies for their U. S. clients.

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Year after year U. S. goods and services of every variety are kept before the Canadian public through national advertising campaigns in the daily newspapers—so that today there are scores of prominent U. S. products sold in Canada.

These campaigns are properly looked upon by their backers as insurance on business already established. They are planned and put through for the primary purpose of Keeping Canada "Sold."

The Daily Newspapers listed below cover sixteen cities and their outlying districts and reach a combined population of over 2,000,000 people.

Write direct to these newspapers or ask your Agency for data concerning them.

### The Daily Newspapers of Canada

	Popu-			Popu-	
Place	Intion	Paper	Place	Sation	Paper
Charlottetown.		M.&E. Guardian	St. Thomas, Ont	. 20,000	E. Times-Journal
P. E. L.	12,000	& Examiner	Toronto, Ont.	513,812	M. Mall &
St. John, N. B.	64,305	M. &E. Telegraph	0.00	P. 310	Empire
		& Times	Winnipeg,	193,571	M. &E. Froe Press
Montreal, Que.	801,216	M. Gazette	Man.		E. Tribune
		E. La Patrie	Regina, Sask.	40,000	M.&E. Leader &
		E. La Presse	1. 17.10 . 11.75	1336933	Post
Quebec, Que.	116,850	E. Le Soleil	Calgary, Alta.		E. Herald
		E. Tolograph	Edmonton, Alta.	60,000	E. Journal
Sherbrooko, Que	. 22,498	E. Record	Vancouver,		
Kingston, Ont.	23,700	E. British Whig	B. C.	135,000	M. Sun (Daily &
London, Out.	59,381	M. &E. Advortiser			Sunday)
		M.&E. Free Press	BE SEE ME AND		E. World
St. Catharines,		the property	Victoria, B. C.	55,000	M. Colonist
Ont.	19,860	E. Standard			5/1/2014/2015 /1/10/15

Spend 10% of your U. S. advertising appropriation in Canada and plan to commence at once.

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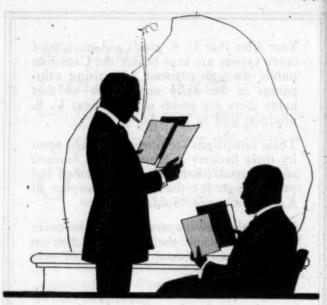
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#### "This Green Is What We Need!"

What a wonderful difference in the effectiveness of your booklet or catalog—when your merchandise has the right color display and background!

You and your printer can work out the right color combination for any job when Hammermill Cover is the stock selected.

Price is right, too. For samples of Hammermill Cover, showing wide variety of colors, address Hammermill Paper Co., Erie, Pa,

As Standard as Hammermill Bond

HAMMERMILL COVER

> For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

#### A Novelist Disciple of Old Man Specific

Fitzgerald, the Youthful, Pays an Unconscious Tribute to Advertised

#### By Philip C. Gunion

SEVERAL contributors to Printers' INK have written interestingly pro and con on the merits of the specific in advertising copy versus the general or subtle. Those who have advocated the specific have overlooked one argument in their favor, the fact that the pendulum of literature has swung from the general in the past to the specific in the present.

Examine the various methods of setting the scenes for a story. In the Arabian Nights the story teller begins with this general formula: "Once upon a time in a far off land there dwelt a great king who was most wise," etc. The time, the place and the king are very general and such a story could be made up as the teller proceeded and could be strung out to an indefinite length by bringing in other indefinite general

terms and phrases.

Jump to the nineteenth century French novels and we find that the writers are less general in their description of scenes and characters in their stories, but still far from specific. For instance, "Inspector B—— of the thriving city of R——, in the northern part of France, had an acuteness of vision that," etc. We know that the story is laid in the northern part of France in a prosperous city, and that it is about a police inspector but still there is the tendency not to give specific names, even names manufactured for the purposes of the story. All through the book the initials are carried instead of definite names.

The youngest successful contemporary novelist, F. Scott Fitzgerald, writing in a 1920 style, distinctively his own, employs the specific throughout his "This Side of Paradise," using time and again names of products and institutions that have become known through advertising.

We know that his hero, Amory Blaine, lived in Minneapolis and Lake Geneva, went to St. Regis Academy and then to Princeton, and we are able to follow him and his friends through Princeton, Asbury Park, Allenhurst, New York, Long Island, up the Hudson and down to Philadelphia and Baltimore, wherever the scene of the story shifts.

He has not consciously filled out a questionnaire giving his reactions to advertising but he has shown any interested advertising man that certain products, certain institutions, are no longer to be looked at as private or corporate businesses, but a part and parcel of our modern life. His novel will interest any advertising man, especially the younger ones, because it gives a vivid picture of the life of an American born between 1890 and 1895, and being so full of the specific will bring many fond recollections to the minds of men who have gone to school, to college, to war, to work, in the last twenty-five years.

#### MUNCHED NABISCOS-RIGHT IN PRINT

In an English novel of the last century the heroine might "curl up in a large chair in front of the glowing fire munching a sweet biscuit and reading a French novel." Fitzgerald says of his hero at Prep School, however, "comfortably couched up in his room he munched Nabiscos and finished 'The White Company." Old Man Specific himself might have written that, so vivid a picture do we get because we have all read "The White Company"—although perhaps not simultane-

"Content in smoking 'Bull' at the garage with one of the chauffeurs."

Of other products and institu-

"As he wriggled into his B.

"Took fourteen waitresses out of Childs' for a ride down Fifth avenue on top of a bus."

"You must go to Brooks' and get some real nice suits."

"They selected theatre tickets at Tyson's for a play that had a four-drink programme."

"Give him a Bromo-Seltzer."

When his characters, most of them young college boys, find them young college boys, find themselves in New York, we can readily accompany them on their parties for he specifically places them in Delmonico's, the Astor, the Club-de-Vingt, the Plaza, the Knickerbocker Bar "with Maxfield Parrish's jovial, colorful Old King Cole beaming down" (alas no more), Rector's, the Ritz, the Vanderbilt, Bistolary's, Healy's, Shanley's, the Commodore, and so on ad libation.

A Boy Scout's publication is the only magazine mentioned, but car cards come in for a hard time of it when the hero is almost broke and is forced to ride on the subway "— the car cards thrusting themselves at one, leering out like bores who grab your arm with another story." Only a cold, wet, hungry young man with a hangover could so misinterpret the attractively colored cards that are so important a part of modern advertising.

Amory Blaine spent some time in an advertising agency as a copy writer, probably because this was the quickest and easiest ! usiness that Mr. Fitzgerald could get him into. In fact, he got a job too easily to fool any copy writer who really knows. He fell in love (again) and "a great wave of emotion swept Amory into an advertising agency early in March," at a salary of \$35 a week with a raise of \$2 a week after five weeks. He did not like his work, however, as he said, "I loathed it as usual!" and when the girl threw him over he quit the agency. The Reverend Dry-

ously. The reference to Nabiscos especially gained the writer's interest, for at one period in his past Nabiscos and Maraschino cherries formed the favorite dissipation of himself and a dear friend. There was a definite ceremony accompanying the opening of the box. The boy who had furnished the necessary dime was allowed to remove and consume the five wafers in the center which were supposed to have some mysterious additional flavor, purely imaginary. The friend is now a six-foot captain of coast artillery, helping to occupy Germany, but if he and the writer were to open a box of Nabiscos undoubtedly the one who had paid for them would reach out for that center section.

Amory Blaine does not call his mother "mother" or "mama," but Beatrice—distinctively specific.

There is one specific statement early in the book that will tie a young man's interest to the hero at once because he will know him as a member of his own generation; "and a Belmont collar with the edges unassailably meeting." Well do contemporaries remember when collar edges had to meet if one was to be quite correct and the Arrow Brand "Belmont" was thought to be the only collar whose edges would stay together successfully.

NOT ADVERTISING, BUT "PUBLICITY"

The following extracts contain some of the many advertised articles Mr. Fitzgerald has used in his story.

Of automobiles he says:

"You two was to go after 'em in the Packard."

"Most of them were twenty or so, and drove alluring red Stutzes."

"They returned to Princeton via the Fords of transient farmers."

"He looked up and saw a magnificent Locomobile."

Of tobaccos and cigarettes:
"He lay stretched out on the sofa, consuming a family of Fatimas with contemplative precision."

"Smoked innumerable Pall Malls as he drew diagrams."

. 28, 1920

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# For BAR!"

c JUNKIN advertising and merchandising campaigns are loaded for Big Game. Our first thought is: Wherein lies the Dominant selling argument? We believe the real high-powered modern weapon of merchandising is a sales campaign based upon a great single master selling thought. This Dominant Idea is not an external evolution—it must come out of the business itself.

Without obligation to you, an executive of this organisation will gladly call to give you detailed information regarding Dominating Idea Advertising.



MUUNKIN ADVERTISING COMPANY

CHICAGO .

CLEVELAND

asdust would tell us that this was an unwise move on his part for from this time until the end of the book he does no further work and steadily goes down hill

work and steadily goes down hill. Mr. Fitzgerald's achievement, that of publishing a very successful novel before the age of twenty-five, with time out for war, has aroused the interest of critics everywhere. I feel the older critics, and probably all his critics are older than the young author, are not quite fair in their criticisms, unconsciously so perhaps. They do not feel that a man as young as he can have been sufficiently tried and matured by the fires of time to write a real novel. They overlook the fact that his novel carries his characters only through youth, adolescence and young manhood. Of marriage and life after twenty-five Mr. Fitzgerald says but little. Who could know better the period of which he writes than he who has lived through it and come into personal contact with the college boys, the flappers, the radicals, the vamps and the other modern products

Franklin P. Adams, from his Conning Tower in the New York Tribune, looks down on Mr. Fitzgerald and sees some glaring mistakes in spelling and allusions, and feels disappointed because the young author is not a finished writer. Read the book and agree with me that if he had stopped to remove the crudities from his style he never could have painted such vivid word pictures of contemporary life of a certain class and of a certain age. In addition the sense is there, for we know who "Mary Roberts Rineheart" is even if Fitzgerald does misspell her last name and when he says,
"Amory stood under the glass
portculis of a theatre" we know
he meant porte-cochere and feel
a glow of warmth at our superior knowledge.

There are hundreds of uses of the specific in this book that have not been mentioned, but believers in the value of the specific and those who believe to the contrary cannot help but feel that this book could not project such a clear picture of life upon the mental screen if generalities had been used instead of specific names,

The many names of advertised products may annoy some readers but to the man interested in advertising they bring a warmth of reality and human interest that is very enjoyable.

#### Petersen Account with Klau-Van Pietersom-Dunlap

Klau-Van Pietersom-Dunlap, Inc., Milwaukee, is now handling the advertising of "The Hole Shooter," portable electric drill manufactured by the A. H. Petersen Manufacturing Co., Milwaukee. A preliminary campaign is now being prepared for a number of trade papers to be followed soon by a campaign in national mediums.

#### Conklin Pen Account with Richards Agency

The Conkin Pen Manufacturing Company, Toledo, O., has placed its advertising in the hands of the Joseph Richards Company, Inc., New York. The plans include the use of national and farm magazines, newspapers and trade papers. Direct mail advertising and dealer co-operative work will also be undertaken.

#### D. J. Crimmin with Michaels Agency

David J. Crimmin, formerly with the McGraw-Hill Co., Inc., and later with the contract department of The Erickson Co., will join the staff of Harry C. Michaels Co. on November 1 as contract manager. All of the above concerns are located in New York.

#### T. B. Harvey with Litscherlite

T. B. Harvey, formerly in charge of the farm-light department of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., has been appointed general sales manager of the Litscherlite Corporation, of Grand Rapids, Mich.

#### To Advertise Granite Double End Linings

Granite Double End Linings, made by Lesher, Whitman & Co., are about to be advertised, through the agency of Sherman & Lebair, Inc., New York.

### Parish Mfg. Co. Account with Porter Agency

The Parish Manufacturing Corporation, Reading, Pa., has put its account in the hands of The Harry Porter Company, New York. he menad been ames, vertised roaders in admth of

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### Purses and Persons

When our Circulation Analysis showed that over 70% of ASIA'S subscribers own their own Motor Cars and over 83% own their own homes we got a light on their purse-strings but not on their heart-strings. So we made another inquiry: "Do you interest yourself in the Civic Affairs of your Community?" We put this question because the man or woman that dedicates some part of his or her time to the betterment of an environment is a highly developed social unit. Well, to repeat, we asked them, and 88% said that they do! The deduction is obvious: ASIA'S readers are not the "idle rich," but the ideal rich!

RAYMOND A. BABCOCK

Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago





The advertiser who includes outdoor advertising in his sales and advertising plans reaps a full measure of success.

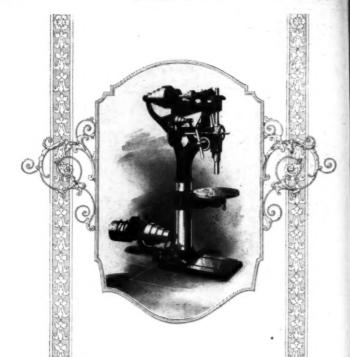
A representative of this company, is within a few hours of your place of business, prepared to answer your request for further information.

#### Thos. Wsack (6.

Harrison and Loomis St

Readway at Str S NEW YORK





Desides artistic talent there must exist an intimate understanding of mechanical fundamentals to make possible machiner? illustrations that trul? reflect pride of accomplishment. In Osgood Studio Service this combination is available to advertisers who properly appreciate the dominant influence of picture perfection in the printed appeal.

OSGOOD STUDIOS

Also Operating OSGOOD STUDIOS
141 WEST 76'S STREET-NEW YORK



### Finding the Theme for the Illustration

Advertising Has Used Certain Stock Ideas Until They Are Threadbare
—Need Really Urgent for the Unusual in Picture Scenarios

#### By W. Livingston Larned

THE pictorial embellishment of advertising is a serious responsibility. The very fact that such a liberal proportion of the total space is consumed by it is an indication of this responsibility.

The illustration must assist in selling the product. Creating an atmosphere for it is, of course, interlinked with this ambition.

For about three years there has been a tendency to use more "il-lustrations" than "selling pictures." There is a vast difference. The design should not be a luxury. It should not be employed merely because a picture of some kind is thought desirable. It is most valid when it enters into the spirit of a campaign and conveys a certain specific impression. And always it should be wedded to the copy.

Advertising has used certain stock ideas for illustrations until they now border on the obsolete. We are firm believers in repetition and in the homely, serviceable value of obvious ideas, close kin to most people. But even repetition can be done to death. And the real, serious phase is one of repetition that duplicates a set idea through a number of different campaigns.

Take the conventional breakfast-table scene. It is good; it will always be good. But a year's respite would do no harm. There should be an Old Folks Home for picture ideas too long in service. They should be retired, on pension. And when a new generation of buyers shall have swung around in that inevitable cycle, it will be all right for them to step into the limelight again.

I have counted as many as nine breakfast-table scenes in as many variegated campaigns in a single issue of one publication. Thus the competition grows entirely too keen. It is the equivalent of an overproduction of one

In Idea Departments, there are what is known as "stock suggestions." These suggestions are the obvious ones that come to every-body's mind first. They are always on the surface, and are popular, because they settle questions, shorten labor and make no demands upon creative genius.

mands upon creative genius.

It is contended that they are best because they are always approved by the advertiser. They constitute about what he himself would originate on the spur of the moment.

These crippled, lame and halting stock scenarios are popular and easily approved, because they constitute the amateur's own range. But the advertiser should not always be allowed to use an illustration merely because he happens to like it. There may be far better thoughts for his campaign.

#### UNENDING ALLEGORY

I have dealings with clients who never tire of allegory. Submit elaborate and shrewd scenarios for designs, built on some logical argument or business fact, and they get cold feet. It requires too much head work to reason them out. But the allegorical figure always and invariably comes back plus the elusive O. K.

It is a shameful confession to say that we have fed this concern, this exacting man, with vast, ghostly armies of allegory, male and female. A great winged figure, speeding through space, or a giant holding the factory aloft can be relied upon to bring home the bacon.

The Sphinx is another surefire. It seldom fails. The hourglass is another, likewise the Father Time theme and the scasoned scenario featuring Uncle Sam or Miss Columbia.

The trick of securing O. K's appears to be measured by one man's ability to think of the thing the other man will think of. And as originating ideas is a profession all its own, it is not to be expected that the amateur will cover as much ground. You find him receptive to ideas that he

has either thought of himself, or would have, if he had gone on trying long enough.

Mention has been made of late of the urgent need of a more actively argumentative species of advertising illustration, and this need is increas-ing by leaps and bounds. Whatever the playful and spectacular character of yesterday's work in this direction may have been, it now appears perfectly obvious that pictures must go to work. They must be extraordinarily good. They must possess unusual virtues, unusual settings.

Advertising differs in no great measure from selling goods at the counter.

We have recently talked with clerks and with proprietors of retail stores, and they are all of the same emphatic opinion: there never was a time, in recent years, when more salesmanship was necessary to sell the consumer. He has suddenly grown exacting, hard to please, inquisitive. He does not, as was his past custom, fly at merchandise with open arms and take whatever is given him, at any sort of price.

This means, of course, a change in the public's buying attitude. And advertising is compelled to keep awake to its mood. Advertising must work a great deal harder to accomplish what it has been accomplishing in the past.

More care should be taken in

laying out the little picture dramas. In point of fact, herein lies one of the profession's most fruitful fields of progress. The surface only has been scratched. We have all been threshing over and over again the same grain, the same fields.

After all is said and done, there is no more interesting side to advertising than this one of embellishment. The imagination



BACKGROUND GIVES NOVEL SETTING FOR CLOTHING ABVERTISEMENT

feeds upon it. A wide world of subjects is yours for the asking. Artists there are now, of specialized ability, who can interpret them as they have never been interpreted before. Magazines print them better and the plate-maker can give you any desired result.

Only the idea is inclined to be sluggard.

It does not mean that picture ideas should be queer, freakish, extravagant. Sometimes the simplest scenario gives a design distinctiveness of character and the ability to attract favorable attention.

People are won over to human interest situations that are imaginative and that they have not 8, 1920 picture herein

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# Can An Art Be Standardized?

War, business, advertising, all are arts, not sciences. And it is a significant fact that no rule has ever been discovered by which generals, executives and advertising men may be turned out in a standardized successful mould. The aim of this agency is to serve superlatively well a limited number of clients. One or two more such clients will not overstrain our facilities and personnel.

Send for the book "How to Judge an Advertising Agency"

JH.CROSS CO.

General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

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#### Names That Count

NO other magazine has behind it the genuine interest of so many men of prominence as BOYS' LIFE, the official magazine of the Boy Scouts of America. These men see in the publication the opportunity of getting before the younger generation of America the subjects they are most interested in, knowing full well that in this way they can train the boy to think in the right direction. Men who will contribute special articles or departments for

#### BOYS' LIFE in 1920

are

Dan Beard John Burroughs Dr. Wm. T. Hornaday

J. Alden Loring (Roosevelt Naturalist)

Bellmore Browne (Explorer)

Arthur F. Rice (Secretary of the Campfire Club of America)

Charles L. "Grizzley" Smith (Naturalist)

Ida M. Tarbell

Frederick K. Vreeland (Camping Expert)

E. K. Jones (Radio Expert)

Francis A. Collins (Airplanes and Popular Science)

James A. Wilder (Chief Son Scout)

The first includes a number of others equally as prominent. They will write-on subjects ranging from Natural History to Popular Science and Scouting. BOYS' LIFE will carry their instructions to the boys of America, in conservative citizenship, handicraft, camperaft, woodcraft, natural history, scouting, travel, exploration, wireless telegraphy, aviation, vocational training, athletic sports, and a host of other special subjects.

### BOYS LIFE

THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave. New York City 203 So. Dearborn St. Chicago

Member A. B. C.

1920

been accustomed to seeing, year in and year out. A novel background, a touch of humor, even the technique will make a masterpiece of that which is inherently

commonplace.

A popular Hart Schaffner & Marx illustration for boys' clothing was ingeniously built on this premise. Two boys—real boys, natural boys—are shown in a Two boys-real boys, workroom, where small models of boats have been produced. These models, remarkable in their detail, and of a pattern that dated back to the "Mayflower," provide a scenic setting for the figures that gives new impetus to an old subject. We do not recall that a like composition has ever been used before. People were quick to catch the significance of it and to pay it the tribute of attention. It is not justifiable to say that the background of boats detracts from the clothing. Advertising has long since shut out this narrow gauge line of reasoning. When figures are shown it is certainly better to create a reason for them, a scenario for the ac-tion and a dash of romance in the poses, than always to picture stilted composition, unenlivened by normal environment, and a certain amount of "stage direction."

Great credit is due that greater thing which the Edison Mazda has attempted, in a supreme effort to get away from the eternal and aggravating sameness of the conventional "light" illustration.

The start was made, and the inspiration based, on a foundation of romance, of pure sentimentality. How could the idea of modern electric light be humanized?

The temptation might have been strong to continue, indefinitely, the theme that has been popular since the first Mazda globe was invented. An artist temperamentally equipped to interpret the romance of light—the romance that might burn brightly in any home, however humble—was selected to visualize these charming scenarios, and, straightway, in a flash, all of the trite and hackneyed trappings of the old régime slipped away. Imagine a

page that is athrill with fairy queens and gay courtiers, and, as a central theme, a dear old grandfather, with a little girl on his knee, and a boy not far distant, as a venerable chest is being opened. And grandfather holds a candlestick—he is telling the young folks about it while overhead the modern Mazda burns, shedding a soft light over the garret room.

"She was a Queen and I was a King," starts off the copy; "up here in this very room we played, your grandmother and I. She was a queen and I was king, and this candle lighted our throne. Foolish folks call this an attic, but we know better than that. It's a glorious, roomy old castle. For all that you need to change an attic into a castle is this—a girl who's a queen and a boy who's a king, and love and a shining light."

Then the advertisement goes on to remind the reader that there are wasted areas in many homes—a dingy attic or a cellar that is gloomy and dark. Edison Mazda lamps change all this. There is no severe straining for a point or for effect. Advertising suddenly takes on a sort of magic interest, a picturesque value.

What is the hidden romance in your account, your business? Despise not the thoughts of the sentimentalist. The good old homely virtues will always hold a safe place in our hearts. Where there is sentiment there is interest, universal popular, appeal

versal, popular appeal.

They say of the moving picture business that the most difficult thing to get is the worthwhile scenario, the story. The mechanical parts are no problem. Actors there are in plenty. But motion pictures will soon retrograde and the market will be curtailed if authors do not materialize, equipped to write specifically for the silver screen.

Advertising is in need of clever writers of picture scenarios, ideas that dig beneath the surface of the mere superficial and stir us, make pulses beat quicker, bring tears and laughter, as the occa-

sions demand.

# Making Customers by Losing Sales

This Dakota Hardware Store Won't Sell the Customer What He Doesn't Want

[EDITORIAL NOTE: This is a strictly retail story, but the principle it emphasizes is applicable to selling by the manufacturer. With intensive sales methods facturer. With intensive sales mennous once more coming into vogue there is a danger of the use of strong-arm tactics. This article, reprinted from the Hardware Merchants' Trade Journal, shows the value of the soft pedal in selling as well as advertising.]

GOOD salesmanship is usually aggressive. Now and then, however, it is possible to be a bit too aggressive in making a sale, OOD salesmanship is usually for if the buyer wishes he didn't have the article after he gets out from under the salesman's demonstration, hypnotism, flow of language, or whatever method is used, probably it would have been better not to have let him purchase it.

Barnes & Nuss, hardware dealers of Grand Forks, N. D., believe in aggressive salesmanship all right, but in this store there is a limit beyond which the selling attack must not go. Unless the customer really wants the item in question, the store won't sell it to him. If it is clear that he prefers something that a competitor represents to the line that Barnes & Nuss handle, he is taken to the competitor to make the purchase. Even where it is possible to "talk him out of" the idea that he prefers some other line, unless it is possible to convince him absolutely, he is advised to buy the one he wants.

At first thought the proposition of refusing sales that could easily be made may appear faulty, but according to John Nuss, of this firm, turning down sales brings them a great deal more business than it costs. When a man buys one thing, and right down in his heart prefers something else, he is never satisfied with the one he has, and the store that makes the sale stands an excellent chance of losing his good

will.

While this idea is comparatively new, and diametrically opposed to the old method of "loading" the

customer with everything you could get him to pay for, its soundness has been thoroughly demonstrated by many manufacturers and wholesalers. adding machine company advertises that you must have a use for their machine before they will sell it to you, a duplicating machine company pursues the same policy, and many manufacturers of mechanical appliances, from rubber belting to motor trucks, first investigate the prospect's needs and then prescribe what he should buy. If they can't furnish exactly what he should have, they don't sell him anything, and suggest that he buy a competitor's product. In the same way, the most intelligent salesman calling on the retail hardware dealer, instead of loading him up with a supply of merchandise to last his natural lifetime, prefers to sell him a smaller order and get some business every time he calls. Why? Because, once he loads the dealer with a lot of stickers, his friendship is gone and future business along with it. On the other hand, if he sells the dealer what he needs, he retains that essential friendship and in the long run gets many times the business of the initial overloading order.

The proposition works in exactly the same way as far as retail selling is concerned. It might be possible by high pressure methods to sell a lawn mower to some man who lived in an apartment and hadn't any lawn; it may be an exceptionally fine lawn mower, but every time he comes home and sees it he thinks how foolish he was to buy it since he has no use for it. He doesn't go back to that store when he really does

need something.

Some other person not accustomed to withstanding selling arguments might be persuaded to buy three cook stoves. Now she needed one, but three are simply in the way, and every time she



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HERBERT MOLONEY

Moloney started with my organization when he was but a "cub," over ten years ago.

I was proud when he joined the Seventh Regiment and went to the Mexican Border to do his duty. I am even more proud of his long and active service with the American Expeditionary Forces, during which he was severely wounded.

Upon his discharge from the Army, after three years' service (sixteen months in the hospital), he rejoined my organization. I am extremely pleased to have him "back home" with us again.

lane Block

# The Cleveland News

The recent census shows that Cleveland has a population of 796,836, the fifth largest city in the United States. In this big and prosperous city there are only three newspapers printed, and the CLEVE-LAND EVENING NEWS must be used in order to cover the Cleveland territory. Many wise advertisers consider the NEWS the best result-producing medium in Cleve-No advertiser who is thoroughly familiar with Cleveland conditions would think of running a campaign in Cleveland unless the NEWS appears at the head of the list. Its use assures the success of any advertising campaign.

Serial Ade. No. 2



# "Your Product Speaking" Millions of Times Daily

to users of telephone directories in New York State and Northern New Jersey.

Telephone Directory Advertising doesn't cost much and it certainly produces the desired results. 80% of the advertisers who use it renew or increase their space regularly.

Consult us now about space in the next issues

# NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., Sales Mgr. Dir. Advtg.

1261 Broadway at 31st Street, New York
Telephone Vanderbilt Official 130

8, 1920

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sees the two surplus stoves, she gets just a little more out of patience with the store that sold them to her. Absurd examples? Yes, but the same sort of thing happens all the time where the situation is quite as absurd but not so apparent.

on apparation of the policy is even more comprehensive than that outlined above. The customer is not sold merchandise for which he has no need, nor is he sold an excessive quantity when a lesser amount is what he should actually have. Further, if a competitor's line is what the customer actually prefers, that is the line which he is urged to buy.

Of course, salesmen in this store do not give up the ghost the minute that a customer mentions some competitive line. But if it is apparent that he will be better satisfied with the competitive line, in spite of all the arguments in favor of the store's article, he is allowed to make his purchase elsewhere. And instead of costing the store business, while it means the loss of the particular sale, it has been the means of increasing volume and has helped to build up a host of loyal customers.

As an illustration of how the thing works out, Mr. Nuss told of a recent case where a sale was not only refused but was countermanded after it had actually been completed.

#### A SALE THAT WASN'T DELIVERED

"One of our salesman sold a range to a newly married couple and it took considerable effort to make the deal," says Mr. Nuss. "We feel that we have the best range on the market, and we naturally like to sell them, but in this case I found it was good policy not to deliver the range after the sale was made. The newly married husband finally made the purchase, but in selling a cook stove the husband is not the real person to consider. It is the wife that uses the stove and she is the one you must please."

"I found out that the young lady preferred the range which one of our competitors handles, simply for the reason that her

mother had always used one of them. She wanted the other stove, and while she wasn't going to start any family row to get it, I knew that she would never be satisfied with our range, because she wasn't thoroughly sold on it. Consequently, when they came to get the range they had purchased, I talked the matter over with her, found out that she really wanted the other range, and advised her to go and buy it. This pleased her immensely, and she expressed her appreciation by going down to my competitor and buying the range all right, but she came back here and bought everything that she needed for her kitchen. We sold her more in dollars and cents than the range figured, and since that time we have sold her a great deal more. It doesn't stop there, for I know she has told a great many people how we treated her about the stove deal.

"On the other hand, if I had delivered that range, the woman never would have been satisfied with it, and I am convinced that she wouldn't have bought another thing in this store for that reason."

# SELLING THE OTHER FELLOW'S BARN EQUIPMENT

Barn equipment for sliding doors, etc., is an item on which there is a variety of opinion among farmers. Some swear by one kind, and others by another. Last summer, on several occasions, Mr. Nuss personally took customers of this merchandise from his own store to one of his competitors and helped them select equipment from the competitor's stock when it became apparent that this was the kind they really wanted.

"I sold more barn equipment for this dealer than he sold himself," said Mr. Nuss, smiling; "but the interesting thing of it is that every one of the farmers I did this for now comes in here regularly whenever he wants anything in the hardware line. If I had forced the sale of our own line of barn equipment, I could have sold it to everyone of them, but when they got home and got to thinking the matter over, it is

doubtful if I would have seen them in the store again.

This method may sound like combination, but the retail hardware situation in Grand Forks is far from it. I don't get any split when I sell something for a competitor and I don't expect any. We look at it from a view a little broader than the immediate sale, and from this angle it is often a money-making proposition to sell the other fellow's goods in place of your own, if by so doing you insure yourself a future customer. We realize that we can't sell all the hardware that is sold in our town, and consequently when people can't find what they want in our store, we suggest that they go somewhere else, for we do want them to find it in Grand Forks."

#### A "FORCED" SALE THAT BROUGHT GOOD RESULTS

Selling people what they want and what they ought to have is sometimes a complex problem. Sometimes people need a thing and really want it but don't want to spend the money for it. Forcing a sale in this kind of a case gave the store good results in one instance.

Electric washing machines have been an important line with Barnes & Nuss for several years, and this store has put out a great many machines. It takes aggressive salesmanship to sell washing machines, and, as stated above, this firm believes in aggressive salesmanship so long as the customer's real needs and wishes are taken into consideration.

Some two years ago, before prohibition went into effect, the store had one particular washing machine prospect that had given no little difficulty. The woman in the case had a big family, really needed a washing machine, but steadfastly refused to buy it because she said they couldn't afford to own it. She controlled the family finances, and, in common parlance, "ruled the roost."

The husband, a laboring man, was somewhat addicted to liquor, and came into the store with his week's pay check one Saturday evening considerably under the in-

fluence. Mr. Nuss saw an opportunity to do the family a favor, so he took advantage of his condition and gave him a talk on washing machines. The man was very willing to buy, but said he knew his wife wouldn't keep the machine nor let him spend the money for it. Mr. Nuss suggested that here was a chance for him to assert his authority and show his wife that she wasn't the only member of the family, by purchasing a machine and obliging her to use it. This appealed to the customer, so he bought the machine and made a substantial payment on it.

The wife made use of the machine, all right," said Mr. Nuss, "but she made the husband come with the regular weekly amount, and consequently he was obliged to pay the rest of the payments out of his weekly beer fund. He was game, and in a few weeks had the machine paid for, and his wife has thanked me dozens of times for putting the deal over. Since that time I've sold her hundreds of dollars' worth of stuff, and the store hasn't a better friend in the world." All of which goes to show that while it is good business not to sell people what they don't want and don't really need, at the same time there are friend-making possibilities in sales of merchandise which the customer really wants and really needs, but is too conservative or too penurious to buy.

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#### National Catholic Daily Established

The Daily American Tribune has been established as a national Roman Catholic daily newspaper at Dubuque. Ia. This publication was first founded as The Tribune, weekly, in 1899; in 1915 it was made a semi-weekly, and in 1919 its editions were increased to three a weekl.

## Beck Agency Has Foreign Department

The Beck Advertising Service, New Haven, Conn., has organized a foreign department under the direction of Marcos Grinfeld, general manager of Atlansida, El Grafico, Billiken, and Jris, published by Constancio C. Vigil at Buenos Aires.

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# It cost these merchants \$/10 of 1% to draw \$447,000 in business from out of town

\$447,000 of new out-of-town business last year cost these merchants less than one per cent overhead

"For sixteen years," Mr. Neudorff says, "we have been using this plan in St. Joseph. And we know that it has brought back to our retail stores much of the business that formerly went to the . mail-order house."

It is unusual—this experience of these Missouri merchants. But the plan has been effective-tremendously effective. There can be no doubts of that-the results tell the story.

In the October issue of the Hardware Merchants Trade Jour-nal, Mr. Neudorff, of Neudorff Hardware Company and President of the St. Joseph Retail Merchants' Ass'n, tells the story in detail.

It is a story of general interestfilled with ideas and inspiration for making the community produce more business for its merchants.

This is a typical illustration of the red-hot, valuable merchandising information that fills the monthly issues of this methods magazine for hardware merchants.

Each issue brings to the desk of the retailer a collection of plans, ideas and methods useful to him in making his plans for building a bigger and more profitable busi-

It is this practical, useful, valuable information that has made so many well-rated-progressive hardware merchants consistent readers of this publication.

It is easy to understand why many of the nation's best adverconsider the advertising pages of this publication as a special opportunity.

Would you like to see a copy?

# HARDWARE MERCHANTS TRADE JOURNAL

Published by

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, Iowa

Also Publishers of

DRY GOODS MERCHANTS TRADE JOURNAL FURNITURE MERCHANTS TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.



# A Co-ordinated Organization

A CHAIN is as strong as its weakest link. It is our constant aim to render every link in the chain of Goldmann service equally strong.

The preliminary planning on paper, the actual setting in type, the finished product on the press—these and the other cogs in Goldmann printing service all mesh together into a frictionless whole.

We are at your service—night or day.

# ISAAC GOLDMANN COMPANY

80 Lafayette Street New York City Telephone Franklin ~ 4520

# Opportunities That Have Been Brought to the Business Press

Changed Conditions Have Put New Responsibilities on the Shoulders of the Business Publications

# By H. A. Lewis

Advertising Manager, Electrical World and Electrical Merchandising.

BUSINESS conditions to-day are showing up the weaknesses of the so-called modern marketing methods of the average American manufacturer, and pointing out clearly the oppor-tunities for practical service that must be rendered by the busi-

ness papers.

Let me list some of the problems, which are by-products of the war, that confront the sales department of the average manufacturer, which cannot be coped The conwith single-handed. sumers' boycott of existing price schedules; the competitive effect of imported merchandise; the 20 per cent increase in railroad fares and the 50 per cent increase in Pullman fares; the shortage of investment capital and the tightness of bank credit-these are all practical problems which must be

First, let us consider the con-sumer's boycott of existing price schedules. We have been through a period of high prices, a direct result of the war, of credit inflation and of profiteering-the last always being a by-product of the disarrangement of the laws of supply and demand. The 50-cent dollar bred extravagance. The time payment method of financing consumer's purchases accentuated emotional spending. Action fol-lowed reaction and the day of reckoning came. Credit deflation -an international issue on the part of all governments and bankers-put the brakes on. The public took an inventory and was dissatisfied with the showing.

As individuals, with more income, we are worse off than we

were in 1914. We have had a faster turnover of cash but less net to show. The public was sore, but needed a leader. A gentleman from Detroit, whose product is known in every city, village and hamlet in the civilized world, for reasons best known to himself, became the champion for the consuming public, cut the Gordian knot and established a recognized maximum for price reductions. What does that mean to the marketing problems of every American manufacturer and every publisher?

TWO THINGS FOR BUSINESS TO DO

There are two things which must be done.

(1) Sharpen the pencil and prove that present costs are cut to the minimum and that the profit made is fair. If costs can be cut and the profit is profiteering, price reductions are in order.

(2) Every business house must re-sell its present price schedule, whether it be revised or not, to every one of its customers. Whether we like it or not we are all on the defensive regarding the prices we charge to-day, and the prices we will be charging for the next six or twelve months.

How many American manufacturers are taking these facts into consideration in working out their price schedules? In fact, how many American manufacturers have even sensed the fact that, assuming they have cut their prices, business is not assured until they have proved the equity and permanency of their new price level. There are certain manufacturers in different trades who appreciate this condition and have even gone so far as to guarantee the permanency of their prices for a definite period. What an oppor-

Portion of address before Fifteenth Annual Convention of the Associated Business Papers, Inc., at New York, October 20, 21, 22.

tunity for business papers! general boycott of all price schedules is the advertising man's opportunity.

Second, let us define the competitive effect of imported mer-

chandise.

In practice, if not in theory, America will be for some time to come a free-trade country. Foreign exchange rates—as we have all observed-know not the voice of political parties, but measure inexorably the international debit and credit balances for money, for goods and for services ren-

dered.

Here are the facts as I see them: As a creditor nation we are in the same position Great Britain was in following the Napoleonic wars, plus the fact that we are the world's greatest producer of raw materials; raw materials, which the world must have to save itself from economic and political ruin. We are the richest nation in the world with a consuming public which demands

a lower price level. With foreign exchange rates as they are our raw materials do not move freely. Witness the situation in the metal market. Our mining industry is suffering be-cause European buyers cannot pay the premium represented by the difference in exchange. The answer is simple to state, but the effect upon the American manufacturers of finished products, whether the merchandise be electric washing machines, stokers or

baby carriages, is startling. We have got to export money and credit and to import the finished product of foreign factories. Exporting credit gives but temporary relief to foreign exchange balances, and furthermore, much of our credit is needed at home. Importing merchandise is the economic answer. This is not a theoretical point of view, these

are facts.

Granting that this picture of potential foreign competition is a true one, we need not, however, The whole become hysterical. world is short of finished goods, there is work for every lathe, spindle and workbench. We

Americans know quantity production, and we have a local market big enough to give us quantity production to offset the difference in labor costs abroad and we can use our merchant marine to battle for business in every foreign market. When forced to it we can meet foreign manufacturing costs. Where we must be prepared to cut corners is on distribution expenses. Are the distribution methods of each industry and of every manufacturing firm prepared to stand the acid test of foreign competition?

The war put all manufacturing methods to the acid test and inefficiency went by the board. This aftermath of the war puts American marketing methods, including advertising, to the test and inefficiencies must go. Spades must be called spades and every manufacturer must study his marketing methods intensively and have a real knowledge of trade and general business conditions.

The day of the real merchandising man in our manufacturing industries has arrived and the part that business papers play in this marketing renaissance is obvious.

#### GUIDES ON A NEW PATH

Third, let us contemplate the practical application of the 20 per cent increase in railroad fares and the 50 per cent increase in Pullman fares as it affects every manufacturer's direct selling costs. For the manufacturer who has enjoyed the luxury of a large mailing list and quantity in production of circular matter and broadsides, we can modestly turn aside while he meditates over his present printing and paper bills.

An increase in all direct selling costs is here as a permanent and The American a definite fact. manufacturers have maintained an army of salesmen and the motto of the average sales manager has been when in doubt put on another man. I personally have great admiration for these traveling representatives of American commerce. Their equal can be found in no other country, but when I see the appalling duplica. 28, 1920

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# **SMALL TOWNS**

# Grew Faster Than The Nation

Advance Statistics Show
Population Increase 1910 to 1920

For the Entire Nation - - - 14.9% Incorporated Towns Under 2,500 Population 21.5%

The Small Town Is an Increasingly
Attractive Market for

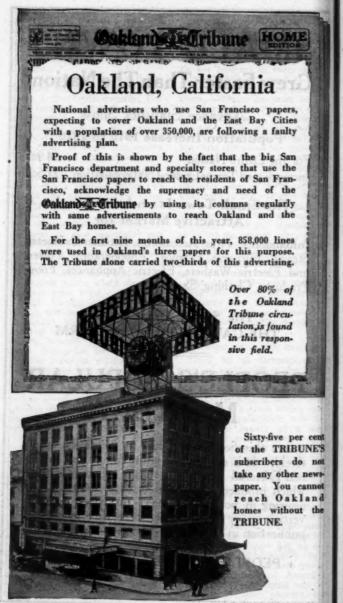
Automobiles, Tires, Accessories, Kitchen Cabinets, Stoves, Furnaces, Pianos, Phonographs, Power and Electric Washers, Electric Appliances, Food Products, Clothing, Shoes, etc.

The Small Town Is Also THE GATEWAY TO THE FARM

# PEOPLE'S POPULAR MONTHLY

covers this field from Ohio to Nebraska intensively. It is read by the entire family and carries real Editorial Influence. It has a Dealer Service which produces quick and definite results. It is growing in power with both subscriber and advertiser every issue. Now is the time to use this publication in this field.

PEOPLE'S POPULAR MONTHLY
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tion of effort between manufacturers' salesmen and the representatives of wholesale houses, and the lack of planning and system in the routing of these men, I am tempted to compare this economic waste via the expense account sheet, with our yearly national loss from forest fires.

With this 20 per cent and 50 per cent increase added, the immediate result must be a more critical analysis of the services which the wholesale and jobbing trades offer and a more detailed study of the possibilities of all kinds of local selling agencies.

Each trade has its already established machinery of distribution, and regardless of relationships and customs that may have existed for many years between each manufacturer and the trade, a period of mutual readjustment is at hand.

Mr. Manufacturer has got to quit looking out at the world through his factory windows and stop accepting second hand opinions from prejudiced observers regarding marketing conditions. He must at first hand see himself as others see him, if he is to find the offset to increased direct selling expenses.

We business paper men have already been cast for the rôle of guide, philosopher and trained observer. The question is, are we letter perfect and are we prepared to suit the gesture to the word?

Under a fourth heading we might well discuss the international shortage of investment capital, the tightness of bank credit and the outlook regarding collections. These are all by-products of the war and problems which affect the sales plans of every American manufacturer.

If we publishers are at times given to self pity, let us take heart, for our finished product, "ideas and ideals," is not subject to a shrinkage in valuation when inventoried as the basis for a bank loan.

Regarding our opportunities as advertising men, our big task is twofold.

First, to show individual manu-

facturers how they can guide their business by studying and utilizing the fundamental conditions that exist in their particular trade.

Second, to show individual manufacturers the relationship of their business and their trade to international economic conditions as a whole. In a word, to give every manufacturer a merchant's viewpoint about his own business, and I define a merchant as a man who uses and anticipates market conditions.

The manufacturer who gets healthy orders to-day must recognize that the sale of his product depends, first, on business conditions beyond his control, second, on the ability of his buyers to adapt their businesses to fundamental economic conditions and, third, and last, upon the skill of the manufacturer's advertising and sales departments in creating a desire for his particular prod-

Regarding our responsibility as advertising men, let us all understand the unique point of view of the readers of business papers and then help the manufacturer to interpret this point of view with adequate copy. Readers of business papers do more than buy goods, materials or apparatus, they buy a prospective profit, the thing purchased being only a means to an end. They buy particular goods, materials or apparatus either to increase their gross income or as tools to help cut expenses, or in some cases they buy particular things to do both.

## H. H. King with San Francisco Agency

H. H. King, recently advertising manager of the C. L. Best Traction Company, San Leandro, Cal., nas been made an account executive of the Advertising Service Company, San Francisco. Mr. King was formerly in the advertising agency field in Salt Lake City.

# Northwestern Clothing Manufacturer Has Agency

The Shull-Day Company, clothing manufacturer, of Tacoma, Wash., has placed a special advertising campaign in charge of the Condon Advertising Agency, of that city.

# The Advertising Manager Must First Be a Salesman

Otherwise, How Can His Copy Help the Road Men in Bridging The Difficulties?

# By a Salesman

HAVE read an article in PRINTERS' INK by S. C. Lambert\* about what the prerogatives of an advertising manager should be. There is a lot in what that writer says about salesmen becoming cocky and overconfident and self-satisfied. And there are many of them who dislike being put into their true light. There are just as many narrow-minded individuals among salesmen as there are in any other profession. hundreds of salesmen have been. materially helped, often against their wishes, by suggestions from others. We all know the salesman who stands out against advertising in every form and says if the house will give him in added commissions what it puts into advertising, he can get more business. Also we know a good many road men who feel that the only kind of advertising that pays is in the form of a pocket knife or fountain pen, while he also admits that these two are com-pletely surpassed by a generous supply of cigars for the salesman to dole out as he moves along his territory. Many an advertising man has done excellent work disproving these pet theories of many salesmen, and for that we give the advertising profession much credit.

Now this business of the relationship existing between the advertising man and the salesman is very much like the well-known shield—it has two sides to it. You have seen every self-respecting advertising man bristle up when a man who doesn't know a thing about advertising starts in to tell him what is what. And he especially bristles up when the individual who starts to do the talking

is a salesman who starts off by saying that he never did see any good come out of advertising, anyway. That's because the salesman who says that doesn't know very much about what he is talking; but the advertising man over-looks it, and the salesman over-looks it, and the fight is on. To the advertising man, the salesman appears foolish, and doubtless he is.

Now take it the other way around. Recently a force of salesmen got nice letters from the advertising department explaining how the new advertising campain would do this and that, and all the salesman had to do was is show samples of the advertising and the orders would come tumbling in. One man read the letter and told another man that that advertising, man was a lot of unprintable names, and right at the start the salesman lost confidence.

#### EVERYTHING RIGHT WITH ONE VITAL EXCEPTION

advertising manager was hired by a certain candy factory. He took a fancy to a certain piece of goods and decided that the advertising effort should go behind it. He prepared some really beautiful advertising. He was a student of salesmanship and selling methods, so he took the trouble to figure out gross profits and all that. He had everything fixed within. The advertising was started and the men given the samples. A few days after the samples had gone out, he got letters from a few of the men, pointing out that the size was wrong, that the retailer could sell only four pieces for five cents, and since it was a piece of candy which appealed to children, there was a serious handicap right there. The house

<sup>\*&</sup>quot;Where Should an Advertising Manager's Prerogatives Stop?" by S. C. Lambert, October 14, 1920.

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# A Few Plain Words

Fifteen months ago we launched "The Peptimist"-and later changed the name to BUILDING MATERIALS. Since August, 1919, this magazine has made a sure place for itself among retail building material dealersthe local merchants who own yards and warehouses and sell brick, sewer pipe, building tile, lime, cement, wall-board, roofing, colors, builders' hardware, and so on.

Editorially the magazine struck a new note. Its sole object is to make a better business man out of the dealerto print the kind of stuff that will inspire him with ambition; that will inform him. No preaching; no attempt at cleverness; no long-winded verbiage. All done with a smile. And the best part is, most of editorial matter is written by the dealers themselves!

BUILDING MATERIALS reaches 10,000 retail building supply dealers every month. Its circulation is verified by the A. B. C. It is the only A. B. C. paper in the field.

Its advertisers include such concerns as U. S. Gypsum, NATCO Tile, Beaver Board, Donley Bros., Standard Scale—the kind that buys carefully. They know!

A copy of the magazine (Printers' Ink size, the size you like to read), together with whatever detailed information you may want, will be sent promptly upon request.

A Magazine for the Dealer

formerly The Peptimist

New Telegraph Bldg.

Detroit, Mich.

Oct



Our understanding of THOROUGHNESS impels us to feel, to think, to live an advertiser's business with him. Doing so, we are constantly inaugurating practical merchandising suggestions on our initiative. For initiative is one vital fundamental of THOROUGHNESS.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

# Mitchell-Faust Advertising Co.

ESTABLISHED 1904

Cribune Building · Chicago

Oct. 28, 1920

had better save the money advertising it or change the size of the piece so that it could be sold five for five cents, or a cent each when the child had only one cent.

The advertising man wrote these salesmen most plausible letters which proved on paper that they were wrong, but the man on the road simply lost respect for the advertising man because he lnew the advertising man didn't know anything about selling the goods. It will take many, many correct moves on the part of that advertising man before that sales force regains confidence. And all the time the house is losing money. It could better afford to pay twice the salary to an advertising man who knows something about selling.

There are many splendid advertising men who really understand selling, men who can take a sample case and sell with the best of them. Those men are never the ones who complain that the salesmen won't stand for them. In fact, every salesman is alive to the possibilities of earning more money, and he will take suggestions from a man who proves his right to make them.

#### THE SALESMEN WERE RIGHT IN GETTING INDIGNANT

Without knowing the individual who is the hero of the story by S. C. Lambert, I would feel inclined to believe that he could have gained his end a lot quicker and have done it without the turmoil and confusion had he really been a salesman. As I recall the article, this advertising man admitted that he "snooped" around behind the salesman as he was He adwaiting on customers. mitted that he took the sale out of the regular salesman's hands and that he asserted himself in a lot of ways which will make anyone unpopular in the house. And from a human nature standpoint, I hardly blame the salesman for resenting it. Nobody likes good medicine if it tastes

I don't think that that advertising man was a natural born salesman, either. The first thing

a real salesman understands is that he must cultivate a personality which rubs the right way. No advertising man can afford to have the antagonism of a sales force or any other part of the organization. The first thing a good salesman tries to develop is a feeling of friendliness on the part of the prospective buyer. Making it easy for the man to buy is a first essential. Fighting the order across is the hard, roundabout, expensive way of doing it. If that advertising man were really a salesman, he would never have placed himself in the position where the salesmen took him for a spy. It is just that sort of attitude on the part of so many advertising men that creates so much of the feeling between salesmen and the advertising man. The advertising man, nine times out of ten, rubs the salesman the wrong way when there is difficulty between them.

The advertising man wants to remember that when it comes to putting his proposition across with the salesman, the salesman in that case is the buyer and the advertising man is the salesman. Before a salesman can get the best out of the advertising, he must be sold with the idea and the plan. It's the same as when a salesman calls on a dealer. The salesman who forces an order across and gets the signature by sheer display of personality and gets the business on the "rush act" plan, does not have the volume of his territory at the end of the year that comes to the salesman who really sells the line to the dealer and his clerks and makes them enjoy handling it and selling it. The advertising man may be in position where the salesman must take what he gives him, but the advertising man who is really a salesman doesn't do

it that way.

There was no occasion for our Fifth Avenue friend "snooping" up behind the salesman waiting on a customer. I can just picture that individual. He is probably about five feet three inches tall and he wears high-heeled shoes and feels very important, indeed.

When he writes a letter to a salesman he makes the opening paragraph read: "To be brutally frank," etc. The chances are that if that individual were put out on the road with a sample case he would fall down badly unless he changed his ways, because the personality which prompts a man "snooping" up behind a salesman waiting on customers isn't the kind of personality which will bring in the orders over and over again,

But that is just the sort of advertising man who complains because salesmen are so narrowminded they can't appreciate what the advertising man has for them.

The better the salesman the more willing he is to learn. Also the more competent he is to judge the calibre of the teacher. The advertising man who can take a sample case and sell can command the respect of the men on the sales force. And the advertising man in a retail store who wants to get the respect of the other men in the store doesn't need to sneak up behind a salesman. He can certainly get the permission of the manager to spend three or four hours a day on the floor as one of the boys and take customers as they come. And if his knowledge of advertising is worth anything in the way of getting business, then his sales book will show it and the other men will be mighty anxious to get tips from him. They may not admit it openly and they probably won't come up to him crawling on their stomachs, but that isn't necessary. They'll get the idea quickly enough. And there is peace and harmony in the house instead of revolt because the advertising man "snoops around like a sort of spy."

What the salesman on the road wants is an advertising man who is able to show that he can sell with his advertising. Put yourself in the salesman's place. He wants to know that the advertising man is giving him the right kind of help. He will take a lot from an advertising man who can back up his own claims, but you can't blame him for being slow

to adopt the ideas of the longhaired variety of "advertising specialist" who "snoops up behind him" and then defies the boss His own testimony convicts him He proves that he isn't a salesman by nature because he can't sell his own men without the aid of a club from higher up.

## Engineering Advertisers Study Charts

H. A. Groth, treasurer of the Wiliam H. Rankin Company, Chicago, at dressed the Engineering Advertiser, Association, of that city, on the sale Association, of that city, on the su-ject of market analyses and sources of advertising data. Mr. Groth supple-mented his remarks by numerous graphic charts indicating how it is po-sible to present complete information on any subject in simple, comprehe-sive diagrams. At the November mes-ing of the association direct-by-mail as-vertising will be discussed. vertising will be discussed.

## Who Was Advertising Before 1850?

E FAIRBANES COMPANY NEW YORK, Oct. 11, 1920. THE Editor of PRINTERS' INK:

The oldest advertisement of the Fair-

The oldest advertisement of the Falbanks Company that we have seen a far is one placed in the Albany, N. Y. City Directory for 1849-50.

If this comes anywhere near best he oldest advertisement of an existing advertiser I would be glad to see you a reproduction of it.

PAUL B. FINDLEY, Advertising Manager.

## Raisin Growers Have New Advertising Manager

Stanley Q. Brady, Western sales manager of the Thomas H. Lipton To Company, has been made sales as advertising manager of the California Associated Raisin Company, of Fresa Cal., to succeed Holgate Thomas, whe has resigned, effective January 1, 1921.

## Advertising Firm Organized in Chicago

John B. Brainerd, Jr., and Miss Ernestine Pearce, recently of the Mitches Faust Advertising Company, Chicase, have formed an advertising firm in that city to be known as the Modern Haws er Advertisers, Inc.

## Homac Account with William J. Bryan Agency

The Homac Corporation, macaroni as other food products, Syracuse, N. I has put its advertising account in thands of The William J. Bryan Copany, New York.

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Oct. 28, 1910

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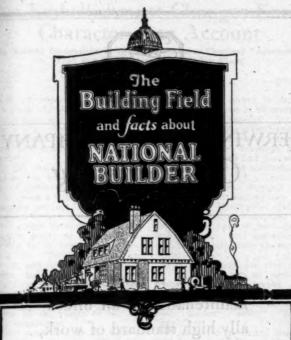
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"The Building Field and Facts About NATIONAL BUILDER" is a booklet we are sending gratis to every firm whose product enters the Building Field.

It is brimful of information secured by careful investigation of the entire field. With this booklet we lay our cards face up on the table. It gives you facts and figures. It explains to you clearly and concisely the character and the buying power of the Contractor, the Architect and the Builder—the readers of NATIONAL BUILDER.

Tradepress Publishing Corporation 542 So. Dearborn St., Chicago, Ill.



# ERWIN, WASEY & COMPANY Advertising

CHICAGO

Our task is not only the maintenance of an unusually high standard of work, but the justification of this standard in terms of material profit to the advertiser A

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# Art Embellishment Changes Entire Character of an Account

The Radical Innovations in American Radiator Company "Atmosphere" That Put the Product on a Higher Plane

# By Glenn R. Allen

AN advertiser does not always sense the possibilities of his own product and its embellishment over a protracted period of years, and suddenly awakens to an entirely new arena of appeal, long neglected.

It has long been appreciated that not the least important function of commercial art is its ability to throw a halo around a commonplace product, not inherently beautiful to look upon.

We judge by comparisons. A thing is pretty or unsightly, according to its relation to something else. Technique is all important, and American advertising design has made its greatest strides in this direction. humblest product may be made to seem beautiful or dignified or romantic by the power of the artist's imagination.

This story has to do with a concrete case in point. There has been a very noticeable change in the physical character of the advertising of the American Radiator Company. It has been vir-tually reborn. Nothing that belonged to the old years is now apparent. And since this advertiser is a pioneer, and has consistently advertised for a great many years, the history of its progress is particularly interesting.

The company has three distinct projects to exploit: the heating system, the radiators and a The latter is vacuum cleaner. comparatively new. In both magazines and newspaper, it was long the custom to employ cartoons for American and Ideal radiators and

These illustrations were drawn in pen and ink in the conventional cartoon style, and were necessarily They did not, in fact, attempt the artistic.

In their day they were considered efficient. The cartoon has always been a power in driving home an argument in all countries and among all peoples. For ten years, at least, the advertising indulged in humorous or straightfrom-the-shoulder drawings, fighting waste of coal and the senseless drudgery of the old-fashioned

heating idea.

The dealer was supplied with such illustrated electros as:

Free the Housewife! Grates, stoves and hot-air furnaces, with their train of ash-dust, soot, smoke and coal gases, load housekeeping with tasks which make slavery for worken."

The illustration for this piece of copy was of an agonized woman wearing a smoky coal stove upon her head like an Inquisition cap, its tightening screw bolts marked "ashes," "dust," work," etc.

It was even predicted that in 1920 the coal scuttle would become absolutely obsolete, and the picture, in this case, was of a monu-ment and a bent figure, wearied from the burden of coal carrying and the prophetic legend: "The Last of His Race."

#### EVERYTHING IN DEADLY EARNEST

During this same period, and following it, there was a different policy of advertising make-upvigorous, direct and fitted to conditions, but never attempting the pretty side of the picture, according to modern standards.

The illustrations were, for the most part, of pen and ink ab-straction, and the text, set in solid masses, interspersed with small vignettes of houses, boilers and a mention of the vacuum cleaner that could be built in as a part of the plans of a house.

Gradually the desire for more atmosphere found expression. Artists whose techniques were indi-vidual and somewhat more ar-

Oct.

tistic, were called into play. Once a year, for a long while, a famous pen-and-ink man, Fred Pegram, then and now a resident of England, was summoned to this country for the express purpose of creating illustrations for the company.

Now it is not the purpose of

atmosphere did not come to the

front, as in other campaigns.

A "heat machine," as a new phrase aptly puts it, is not in any sense a thing of beauty. It is hidden away, down in the base ment of a house, and it would see impossible to give it artistic value beyond a certain limited degree,

> But more mature investigation has tered this earlier b lief. And we fin color pages provi that it could have been done all along It was a dormant field.

In a smartly groomed color technique, one of the first steps was to prepare elaborate paintings of what can be done with a home basement. The text advanced as a worth - while suggestion that this part of the home should no longer be neglected. "Make the basement beautiful and livable Over 25 per cent of the cost of a building goes into the base-ment, yet 95 per cent of basements are damp, crude, unattractive places."

Working from this premise, the artist designed an ideal basement, from art-tiling to tinted walls, an

embellished staircase and even one corner used as a billiard room. It must be admitted that the way the Ideal heating system was installed, colored and placed in the composition was sufficiently attractive to make anyone really want to have a basement like it.

The cellar is a neglected patt of the average home. And there is really no need for it,

Therefore, the American Radiator page performs a useful mitsion; it advances a workable idea and sells the Ideal System, indirectly, yet forcefully, with the and



FROM CRUDE BEGINNING THIS COMPANY'S ADVERTISING HAS EVOLVED INTO A THING OF BEAUTY

this article to intimate that the American Radiator advertising of those experimental days was not good advertising. It was. The cartoons themselves, crude as they unquestionably were, served an important purpose. They could not have been an important part of each year's programme if they had failed, for the advertiser takes a personal interest in everything that is done and has broad experience.

The point is that at no time did the illustrations or text dwell upon the more roseate side of the picture, and the idea of a created



Industrial
50,000 Officials in 20,000 Plants
Power

28, 1920

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# Know what it is? 's cotton! AttzwattuttizzCotton

More than three million dollars in real cash money, changes hands this Fall and Winter in Muskogee just for the home county's own cotton crop. Oklahoma's cotton, as a whole, will sell for close to Two Hundred Millions Going after some of that ready money?

There are 19 cotton-gins in the county

right around

They're easy buyers if you've got the goods

people

You've got to advertise LOCALLY to give them the buying-habit you'd like them to have. That's simple. The Muskogee PHOENIX reaches them all; and it will help you get the right kind of distribution, too. Discuss it with

JOHN M. BRANHAM COMPANY Special Representatives ion dol-

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of atmosphere. The art, in this case, was reminiscent of the beautiful covers seen on arts and crafts magazines. We never believed that a furnace, a boiler, a basement, could be so pleasing to the eye. It is a constructive advertising theme, handled with great skill.

In other ramifications of the company's advertising the same artistic methods are now applied. Art, typography, composition, the technique used in showing the goods and every essential of tastefulness have been slowly unfold-ing and bearing flower for the

past year.

THE RADIATOR ADVERTISING, ALSO, NOW BREATHES CHEER

The transformation is marked. Radiators and heating plants are associated with the cheerful, bright, artistic things of life. Negative thoughts concerning drudgery, coal dust and obsolete taboo. installations are reader is permitted to think only of the pleasant phases of the subject. In consequence, the standard of the product is materially raised.

The radiator illustrations now picture luxurious homes and reproduce scenes in which pretty women, gorgeous social functions and good breeding are every-

where apparent.

No attempt is made to force the radiator into the composition; in fact, it is held to the background, as a mere incidental. The idea of winter comfort and warmth and equal distribution of heat is the key of the campaign. The artists working on the ac-count are all nationally known and all famous for personable technique-the uncommercial touch.

Clothes, as the saying goes,

make the man.

Illustrations, composition and typography have much to do with the character of an advertising campaign.

They can re-create it; give it an entirely new atmosphere.

If homely and old-fashioned, then the campaign will suffer in proportion.

Newsprint Production Increased in September

According to the regular monthly report of the Federal Trade Commisreport of the Federal Trade Commission, the average of normal production of total print and standard news based upon the total combined production for the years 1917, 1918 and 1919 amounted to 108,400 tons of total print and 97,500 tons of standard news for a period corresponding to September. The actual production amounted to 121,005 tons of total print and 110,200 tons of standard news, an increase in the case of total print of less than 12 per cent over the average for the three-year period and an increase in the case of standard news of about 13 per cent over the average. over the average.

over the average.

The increase in the production of newsprint for September, 1920, over September, 1919, amounted to slightly less than 9 per cent for total print and about 13 per cent for standard news. The increase for September, 1920, over September, 1918, amounted to 26 per cent for total print and 29 per cent for standard news.

cent for total print and 29 per cent for standard news.

Publishers' stocks increased 14,871 tons during the month. The average daily tonnage used during September was 469 tons more than the average used in August. Publishers stocks and transit tonnage on September 30 represented slightly more than forty-nine days' supply at the existing rate of consumption. Seventy publishing concerns held about 49 per cent of the tonnage on hand at the end of the month. The domestic consumption of standard news by metropolitan dailies using between one-half and three-fourths of a million tons annually decreased more than 1 per cent for September, 1920, compared with September, 1919, and increased more than 31 per cent for September, 1920, over September, 1918. standard news. Publishers'

M. V. Warner with Clough

Agency

Millard V. Warner, who for some years has been in the commercial art business for himself, has joined the staff of the John L. Clough Advertising Agency, Indianapolis. This agency recently secured the account of Schloser Brothers, manufacturers of Oak Group butter. Grove butter.

#### Will Handle Chain Store Accounts

The Levinton Shoe Company, operating a chain of stores in New York, and the K. & R. Stores, a chain of specialty shops, also of that city, have appointed the Arthur Rosenberg Company, Inc., advertising and printing service, as advertising agents.

Singler with Rankin Agency Charles A. Singler formerly in the copy department of the A. W. Shaw Company, is now holding a similar position with William H. Rankin Company, of Chicago.

# Solving the Problem of Keeping a Vast Sales Force Happy

United Cigar Stores Co. Starts Intensive "Good Service" Campaign Among Its 10,000 Employees

KEEPING a big family of workers happy in their employment, alert and ready to do their utmost, stands in the forefront among the difficulties of the day as a result of the unrest due to the war and the H. C. L. The job is not an easy one even when the staff is relatively small. In what way is the problem to be approached where the force is enormous, and, in addition, is spread, mostly in small units, all over the

country?

The United Cigar Stores Company is trying to find an answer to that question, and it has begun with what may be considered a form of advertising. Last week it opened a big campaign among its 10,000 employees. Every member of that immense force, from the president and the chairman of the board of directors to the messenger boy and office sweeper, was personally presented with a sumptuously got-up booklet entitled "Service." Other steps are to follow in an intensive effort to promote happiness in the vast United

The movement started with the board of directors who, after an address by J. R. Taylor, acting president, passed a resolution pledging themselves to higher standards of service and inviting "the loyal support of every person in the organization in a vigorous campaign for the betterment of service in all departments" and "the earnest co-operation of all in a widespread stimulation of the old-time sense of individual responsibility." booklet carries this resolution, signed by every member of the board.

Visitors to the United's offices this week will find the campaign in full swing. On every hand

easels will be seen bearing inspir-ing "Good Service" messages such as, "Get intimately acquainted

with 'Good Service!'-Take hold of it!—Make it a part of you!" or "Good Service is more important than anything else" or "Happiness is born of happiness—Nothing is so infectious—And Service is the other name for happiness." It is understood that something like an "Honor Roll" is under consideration, also framed illuminated "Citations of Honor" certificates. Meetings for "Service" talks are to be held. In the stores the campaign is seen in a large card, which says: "Yes, sir! We sell. postage stamps."

The booklet, the production of which, though it is only twelve pages, is said to have cost twentyfive cents a copy, only lays the course for the campaign which is to be carried on all over the country, alike in the United stores. offices, depots and premium sta-

The page on "Service is Happiness" contains many such happy lines as, "If you bring a true sense of service with you to your daily work in the morning you will take it home in your heart at night" and "A grouch cannot live in the same air as service; neither can a sorehead."

Telling PRINTERS' INK of this campaign, C. R. Sherlock, vice-president of the United Cigar Stores Co., said, "We are not doing this for larger sales except insofar as they will be the natural sequel of our effort to establish service as the first aim of the United. What we want is to make the routine relationships of our people happy and helpful."

## Agency for Electrical Machinery Maker

The Electric Arc Cutting & Welding Co., of Newark, N. J., manufacturer of "Alternare" alternating current electric arc cutting and welding machines, has placed its advertising account with Charles Austin Hirschberg, Inc., New York

# NOW Men Ask for

# HICKOK

# Belts and Buckles

Not very long ago a man never bought a belt by name. He simply went into a shop and asked for "a belt" and took whatever brand the clerk showed him-in spite of the fact that for years

> he had demanded ARROW collars or BOSTON garters or B. V. D. underwear.

The trade knew that HICKOK made the finest belts and buckles. Their National distribution proved this. And sales proved the consumers' appreciation of HICKOK quality. But men didn't ask for HICKOK Belts until they learned, through HICKOK advertising, the name of the belt that had been their choice for years.

Today men ask for HICKOK Belts and Buckles.

HICKOK MANUFACTURING COMPANY is the largest factory in the world manufacturing both belts and buckles.

HICKOK Backies

We are proud to announce so progressive a concern as one of our clients.

THE ADVERTISING AGENCY OF

# C. HENRY MASON

ROCHESTER, N. Y., U. S. A.



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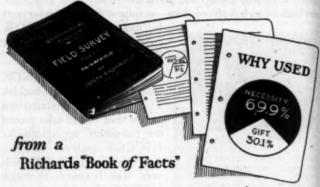
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Welding facturer ent elecnachines, e., New

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For years - An entire industry has marketed its product as a gift proposition

Now-One manufacturer KNOWS that the public considers it a daily necessity



A PROMINENT national advertiser wanted an entire industry investigated. We were told to get the facts—and have just completed the job. This manufacturer sensed his opportunity—as his competitors will learn.

He is already reducing his line of gift designs to a simple standardized output. He is perfecting sales plans to conform with his "Richards Book of Facts." Of course, he has scrapped his old advertising appeal.

—and another name has been added to the Richards Advertisers; who believe in "Facts first—then advertising."

JOSEPH RICHARDS CO. INC. Advertising

Em. 489

NINE BAST FORTISTH SL~ NEW YORK

Richards First — then Advertising Tichards

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# Hoover Sweeper Analyzes Effectiveness of Advertising Appeal

There Has Been a Constant Improvement in Its Direct Mail Advertising. Based on the Company's Past Experience

# By Martin L. Pierce

Merchandising Manager, The Hoover Suction Sweeper Company.

THE Hoover Suction Sweeper Company, as all business concerns striving to do a national business, has in its advertising made an attempt to establish three lines of publicity: First, institutional advertising to carry forward the trade-mark; second, advertising for future business that will attract new dealers and new consumers in five or ten years hence; and third, a direct drive by advertising for sales to-day and to-morrow.

The fundamental sales problem of the company is to build up a complete sales organization, to train and educate them properly, to establish reliable dealers in every community and to co-operate with these dealers in the selling of our product to the ultimate consumer. The direct-by-mail advertising of the company is now and has been during the past years seeking to locate the largest possible number of prospects with the smallest possible expenditure of time and effort.

The Hoover company sells its product only to authorized dealers. These dealers must be doing a regular legitimate retail The first national adbusiness. vertising done by the company was to secure leads. Through was to secure leads. direct-by-mail advertising these leads were consistently converted into prospects. When the pros-pect had been sold the idea and the time had come to make shipment of the machine, arrangements were made again through direct-by-mail advertising to have the machine shipped through her own local dealer. Again, through direct-by-mail advertising dealer was sold on the idea of

stocking the product as a part

of his regular merchandise.

At this time the following direct-by-mail material is being used by the Hoover company:

page booklets Twenty-eight that tell the entire story; eightpage folders, six-page folders, two-page and four-page inserts; a folder for the development of the farm-lighting business and to be sent out by the farm-lighting trade; form letters to be sent out on the dealer's stationery to prospects; testimonial letters from rug manufacturers and users of Hoover Sweepers; small broadsides sent out as penny mailers, and stickers that are attached to invoices and electric light bills.

According to the sales policy of the company, the sales organiza-tion has not completed its responsibility when our product has been unloaded in front of the dealer's place of business. The company through its sales school and through its sales managers and district managers is developing and instructing resale men to sell the product for the dealer to the user, also the dealer and his salesmen are instructed in methods of merchandising Hoover Sweepers through personal con-ferences with members of the sales organization and through direct-by-mail advertising and house-organs that are sent out by us.

A folio of letters is sent out to our district managers. They go over these with the dealer and decide the type of letter that is to go out. If the letters which we show in this folder do not cover the case, a statement of the situation is made and paragraphs that they want used in the letter are marked. Our editorial department at the factory revamps

Portion of an address before the Direct-Mail Advertisers and House-Organ Pub-lishers Convention, Detroit, October 27.

00

the letter according to the wishes of the dealer. Approximately 100,000 of these letters go out

each month.

In our sales-school the sales-men are encouraged to analyze the actual sales that they have made so they may be able to send out in their letters the kind of appeal that will definitely fit in to the situation of the prospects. Recently one of our men analyzed the hundred sales that he had just made. He found that fifty-eight of the hundred were sold to business and professional men, twentytwo were sold to families of skilled laborers and twenty to shop hands and common laborers.

Of the fifty-eight professional men, twenty-nine paid cash and twenty-nine bought on the divided payment plan, making exactly 50 per cent which paid cash. Of the twenty-two skilled laborers, approximately 33 1-3 seven, or per cent, paid cash. Of the twenty common laborers four, or 20 per cent, paid cash. With such information at hand the various appeals put in the letters can be made almost personal in their ap-

plication.

The effectiveness of the directby-mail material used by the Hoover company has been intensified because the management has insisted that only literal statements should be made and that in every case the statement should be the absolute truth. They know that men do not act in line with their absolute interest but rather in line with what they believe to be their interests. Motive and belief depend upon information to set them going. To their way of thinking only "pure facts" will secure the right sort of response in advertising and they insist upon these pure facts in the same way that you and I insist upon pure food and pure drinking water.

Again, the effectiveness of the direct-by-mail advertising used by the company is definitely set forth because of its universal appeal. It has been used with equal effectiveness by central stations, furniture stores, hardware stores, department stores and electric stores. Sales are being built up

as a result of its use in every State in the Union, in Canada and in England. All types of prospects have been secured in approximately the same percentage in cities, towns and open countries, from the rich and the poor, from the cultured and uncultured from business and professional men on the one hand and from shop hands and day laborers on the other.

Once more the effectiveness of advertising direct-by-mail used by the company has been secured because this material is a result of evolution extending over a period of ten or more years. Throughout these years there has been a constant process of refinement going on. From year to year the material has gone out with better mechanical appear-The arguments have been ance. restated in clearer English. proper distribution of the various pieces has been determined.

But through it all the same appeal to economy, because it pro-longs the life of rugs and floor coverings, saves servant hire, saves the expense of having them cleaned, saves time and prevents the destructiveness of backyard methods, has been stated. It is the same sanitary appeal because it removes disease germs, makes the floor covering a safe play-ground for the children, provides pure air for the home, prevents sickness, and prevents a rug from becoming a natural storehouse for the dirt being carried in on the shoes of the various members of the household.

The same ethical appeal has been used from the beginning. It revives the color in the rugs. It makes the carpets look clean, and inasmuch as floor coverings are the basis of the esthetic beauty of the home, it naturally aids in developing the satisfaction to be secured from the home.

Finally, the effectiveness Hoover direct-by-mail advertising is attained because whether the piece be of one page or several pages the text is always the same. The reader is made to understand that really "It beats -as it sweeps-as it cleans."

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# Have You Noticed the Printing on These National Advertisements?

Clean, sharp reproductions that delight the eye and compel the attention of readers.

The advertising agency needed that quality of workmanship to complete the job of carrying a commercial message to the public.

So, as usual, they had the electrotypes made at the Reilly Electrotype Company.

The whole structure of advertising thought and effort collapses if the printing plates fail.

The Reilly Electrotype Company stands on its record as the maker of electrotypes that print as do those made for the advertisements shown here.

The same high quality is maintained in Reilly stereotypes and mats.



# Reilly Electrotype Co.

Two Plants for Quality and Service

DOWNTOWN PLANT
4th and Lafayette Sts.

UPTOWN PLANT 209 West 38th St.

Telephone, Fitzroy 840



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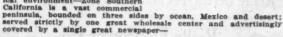
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# DESTINY'S GREAT TRIANGLE



# As a Consumer Market

As a Consumer Market this wonderful sone — Southern California—combines huge capacity to absorb goods with extraordinary simplicity in distribution. Purchasing power is shown by assessed valuation which exceeds Maine, Vermont, Florida, Utah, Wyoming, Nevada and Georgia combined. Simplicity in distribution is due to geographical environment—Zone Southern California is a vast commercial peninsula, bounded on three side.



# The Los Angeles Times

During August THE TIMES' local display gained 248,626 lines over same period last year. Second morning paper lost 23,842.

# Buying Foreign Securities to Finance World Trade

Floating of French Loan Shows Rank and File in America Can Finance Allies and Thus Help Restore Normal Exchange

# By Herbert S. Houston

Vice-President, Doubleday, Page & Company

WHILE crossing the ocean I asked the man from Texas and the man from North Carolina if cotton growers and tobacco growers would buy foreign securities if it was made clear to them that this would help finance the movement of their crops abroad, as well as yield a good rate of Both replied at once interest. that such securities, carefully se-lected by the great international banking houses and offered by banks throughout the country in understandable advertising, could be sold in the South in large quantities. Their view is supported in the success of the French Loan, for which over 39,000 individual subscriptions were entered. That was high-water mark for American public interest in a foreign country. The popular demand was so great that only the subscriptions ranging from \$100 to \$4,000 were alloted in full. This was the first great exhibition of the investment buying power of the American people since the Liberty Loans were floated. And of course the appeal to patriotism was an important factor in floating them.

But these foreign loans can be offered as being in our own interest as well as in the interest of the world. The market for these securities is in the collective mind of America, which controls the greatest amount of wealth that has ever been in the possession of any nation in the history. It is almost impossible to give the metes and bounds of this country's wealth. If annual income is its measure, that is in excess of \$50,000,000,000, greater than the incomes of Eng-

land, France and Germany combined. It is so great that we absorbed all the Liberty Loans and greatly increased our savings bank deposits at the same time. Before the war two billion was the limit of our annual investment capacity, but we increased that tenfold during the war and showed no evidence of strain. No wonder that America is beyond European . comprehension - indeed, it has been, and, in great degree, still is, beyond our own comprehension.

#### S. C. Dobbs Resigns Coca-Cola Presidency

S. C. Dobbs has resigned the presidency of the Coca-Cola Company. News of this action was reported after the close of a meeting of the board of directors held in New York on October 25.

The pressure of other business interests, definite connections with certain banking institutions, and a desire to find some time in life for play, Mr. Dobbs informed PRINTERS' INK were the reasons for his resignation. "I want to play golf, hunt, go to Europe, see my friends and get acquainted with my family," he said.

Mr. Dobbs came up to the presidency of the present Coca-Cola Company from traveling saleaman, advertising manager and vice-president of the old Coca-Cola Company.

and vice-presurent of the American American Company.

When the present Coca-Cola Company was formed in September of last year and took over the entire business of the Coca-Cola Company of Georgia Mr. Dobbs was made president.

Mr. Dobbs was at one time president of the Associated Advertising Clubs of the World.

Charles H. Chandler, of Atlanta, suc-

the World.
Charles H. Chandler, of Atlanta, succeeds Mr. Dobbs as president of the Coca-Cola Company. W. C. Bradley, of Columbus, Ga., was elected chairman of the board, and Harrison Jones and B. S. McCash, both of Atlanta, were elected vice-presidents.

Portion of address before the American Bankers' Association Convention.

The J. I. Case Threshing Machine Company, Racine, Wis., has appointed the Western Advertising Agency, of Racine, to handle its advertising.

# Elmer L. Clifford Dead

Elmer L. Clifford, recently business manager of the New York American, died at Minneapolis on October 18, after an illness of several months.

Mr. Clifford started his newspaper career on the Lacrosse, Wis., Chronicle. He later worked on the Minneapolis Times as sporting editor under James Grave.

Mr. Clifford entered the advertising field with the Minneapolis Journal in 1902, remaining until 1908, when he the life. 1902, remaining until 1908, when he became advertising manager of the Daily News and later of the St. Paul Dispatch. He returned to the Journal in February, 1912, as advertising manager, remaining until June 1, 1919, when he became business manager of the New York American, remaining in that position until July of this year, when he took up new duties in the general advertising office of the Hearst newspagers.

papers.

He was an advocate of truth in advertising and wrote and lectured on this subject.

#### Chicago Association Elects President

J. J. Arnsfield, advertising manager of Fairbanks, Morse & Co., has been elected president of the Engineering Advertisers' Association of Chicago to fill the vacancy made by the resignation of A. H. Hopkins, who recently resigned from the C. F. Pease Co. to take charge of the domestic advertising division of the J. Roland Kay Co. Keith J. Evans, advertising manager of Jos. T. Ryerson & Son, was elected vice-president, and Julius Holl, advertising manager of Link-Belt Co., was elected to the board of directors. of directors.

## Roger W. Babson at New York Ad Club

Roger W. Babson, president of Bab-son's Statistical Organization, Wellesley Hills, Mass., will address the New York Advertising Club on "The Buyer's Maron December 9.

Among other speakers that the club will hear are: Mrs. J. Christine Fred-erick on "The Consumer and Her Relation to Nationally Advertised Products,"
November 3; and H. B. Meserve, of the
National Industrial Conference Board,
on "Purchasing Power of the Laboring
Man," November 17.

#### G. H. Payne Buys "The Forum"

The Forum, New York, has been bought by George Henry Payne, tax commissioner of New York. The change in ownership will appear in the November issue of the publication. The Forum was founded thirty-five years ago by

Mr. Payne was at one time political editor of the New York Evening Post.

# Canadian Advertisers Meet

The Association of Canadian Advertisers held its annual convention in Toronto last week,

Toronto last week.

Among the subjects discussed were Increased cost of engravings and at work; outdoor advertising; advertising without the use of an agency.

The report of the agencies relation committee brought forth the opinion of the committee brought forth the opinion of the committee of

committee prought forth the opinise that agency remuneration is on the wrong basis, and that advertisers should pay agencies for their services. The convention heard addresses by A. T. Black, on "Save the Surface" paint advertising; William Findlay, of the Toronto Globe; J. E. Sampsen and A. H. Robson, on "Dressing the Packsan". A. S. Allen, of Philia Res.

of the Toronto Globe; J. E. Sampson and A. H. Robson, on "Dressing the Package"; A. S. Allen, of Philip Ruton, Inc., on the Munsell color system: H. S. Beecher, on "Merchandising Gliettes in Canada," and F. T. Stanford, on "Institutional Advertising."

lettes in Canada, anu r. a. vanon "Institutional Advertising."

The new officers elected were: President, B. H. Bramble, of the Canadian Chewing Gum Company, Toronto; vice presidents, H. S. Vanscoyos, Canada Cement Company, Limited, Montreal; Clifford Elvins, Imperial Life Assurance Company, Limited, Toronto; L. R. Greene, Tucketts, Limited, Hamilton; R. Cale, Penmans, Limited, Paris, Ont.; secretary, Florence E. Clotworthy, re-elected; treasurer, F. T. Stanford, Canada Life Assurance Company, Toronto.

#### Furniture Manufacturers Investigating Advertising Possibilities

The National Council of Furniture Associations, which, as reported in Paratras' INK of June 17, is interested in undertaking a co-operative educational advertising campaign, has made some progress in its efforts.

At a meeting of this council, which is composed of committees representing the furniture manufacturers' association and the executive committee of the Retail Furniture Association of the United States, in Grand Rapids, Mich., it was voted that \$5,000 be raised jointly by the manufacturers and the retailers for the use of a committee to investigate the possibility of a national publicity campaign for better home furnishings. The report of the investigating committee, it is thought, will be made at a joint meeting of manufacturers' and retailers' committees to be held some time next month, at which time action on the plan will probably be taken.

## Caille Motor Account with Logan Agency

The advertising account of the Caille Perfection Motor Company, Detroit, Perfection Motor Company, Detroit, maker of marine motors, is now being handled by the Chicago office of Thomas F. Logan, Inc. Magazines, car eards, export publications, trade papers, and direct-mail campaigns will be used in a campaign now being planned. 28, 1920 Meet Adver-

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Reproduction of a "Plume" page used in magazines and newspapers.

M. Martin & Co. have been makina fine underthings for women since 1878. The house and its Plume brand is familiar to merchants everywhere. It is our privilege to assist in attracting more women to the use of Plume underthings.

# CHARLES F.W. NICHOLS COMPANY

General Advertising Twenty East Jackson Boulevard CHICAGO

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# Talk to Insurance Men

Your campaign of advertising in this rich field can be backed up by circularization, so that you may reach direct, every worth-while insurance man in the United States.

#### THE INSURANCE ALMANAC FOR 1920

Contains the names of 500,000 insurance men, with their addresses, titles, company connections, etc.

A Complete Mailing List of Insurance Men.

The most generally useful reference book on insurance. Mearly 700 pages covering every conceivable angle of the business, the company, the organization, the State, the individual. Statistics galore.

#### A NEW FEATURE

In the 1920 book will be found an alphabetical list of the leading policy-writing agents in cities of 100,000 and over, giving names, addresses and telephone numbers.

#### COMPANY INFORMATION

Covering all kinds of insurance. Officers, Directors, Territory Covered, and Lines Written. Statistics, Lloyds, Inter-Insurers, Underwriters' Agencies, etc. New Companies and those which have ceased business.

#### ASSOCIATIONS OF UNDERWRITERS

National, State and Local. Who's who, what they are, where and when they meet. Companies belonging to Unions and Bureaus, and other Associations.

#### THE STATE

Governors, Insurance Department Officials, etc. Fire Marshals, Salvage Corps, Fire Prevention Associations, etc.

#### WORKMEN'S COMPENSATION LAWS

A summary covering laws of the various States.

#### WHO'S WHO IN INSURANCE

Biographical sketches of prominent insurance men.

#### IF TOU DON'T KNOW, LOOK IN THE ALMANAC

The edition is limited and nearly all sold in advance. Send Two Dollars RIGHT NOW for one copy. Cash must accompany the order.

# The Weekly Underwriter

Established 1859

EIGHTY MAIDEN LANE

NEW YORK, N. Y.

#### Does the Advertiser Know Advertising?

Evidence Shows That He Is Better Qualified Than Ever to Have a Word to Say in the Workings of His Own Campaign

#### By A. L. Townsend

HE modern advertiser may not know all there is to know about advertising, but he knows when it pays, or does not pay. This very knowledge would seem to give him the privilege of putting in a word occasionally, when an extensive campaign is being planned by his agency and advertising department. Many advertising men, frankly discouraged and disheartened, claim that the system is all wrong from its foundation.

When an account is placed in charge of a man or a department or an agency, it should remain there, and not go flying off into a dozen pieces over as many different desks. Why not put the responsibility up to those who must create the advertising, and let it go at that? If the campaign fails, then it's high time to

start the trouble. We fear that the advertising man has allowed conditions to get on his nerves just a trifle. He is a bundle of them, anyway. A first-class copy writer is more sensitive to criticism than a barometer to climate. It's part of being one. Artists are cut from the same bolt of cloth. They are all very quick to resent the intrusion of outsiders.

But is the advertiser an intruder?

By every process of sane reasoning, he is as much an essential part of the advertising department, as he is of his factory. His position gives him not only the right but the knowledge to pass indgment on policies. The expenditure is no trivial affair. Certainly, he would not toss a mil-lion or a half million into any other department of his business, and never go to the door for a word or a say-so as to how it was spent.

Nevertheless, this has always

been a red rag to the advertising Once every so often, the lid blows off and he does a war dance on the carpet. A plan he does not go submitted through; a piece of copy is turned down, the vice-president's son has asked that a beautiful and expensive drawing be made entirely over l What of it?

Advertising men must not expect their profession to be one of eternally blooming roses. are thorns in every job; it has always been so and it always will be so. Why not face the music?

#### JUSTIFIED OR NOT?

These little domestic tragedies are a part of the day's work. Jones has been up to the factory with a portfolio of proofs. He returns, feathered with indignation and angry enough to throw out sparks. He meets Brown and

"How did you make out this trip?" Brown inquires.
"Punk!" says Jones, "they only approved one piece out of the dozen. We'll have to write most of the copy over against and the of the copy over again and the drawings must be changed. It's a

"Whom did you see?"

"All of them. I never knew there were so many executives at that shop. There must have been fifty. I lost count. They brought in everybody from the chief engineer to the men on the road and a couple of stenographers."

And did they pass on the ad-

vertising?

"Oh, yes, everybody. They all had a fling at it. What the president of the company didn't do, the vice-president thought of, and so it went, right on down the line. It would be all right if they only agreed on any one subject. It's as difficult as holding down a bunch of Mexican jumping beans on a tray. As soon as you get one man in line the others jump

"What seemed to be the matter?" and Brown, who is a natural born optimist, smiles af-

"Everything! Nothing was right. Now I ask you, will we ever make up our schedule in time if this sort of thing keeps on? Suppose twenty different architects attempted to build the same house."

"It might produce an odd

house, eh? "It would be a monstrosity and when it was finished, nobody would like it, not even the architects. Same way with an advertisement. It is unthinkable to have even a dozen men agree on what constitutes the best thing to do. I scarcely think it's possible for any human being to create a piece of copy that will please everybody. It has never been done. It seems fairly obvious to me that some one man or some one department must make final decisions and stick by them. You can't build an advertisement with a dozen architects and you can't build a house that way,

Brown is still the optimist.

"Why not," says he, "look at it from a somewhat different angle? To build a house you must have carpenters and masons, and locksmiths, and tinners and plumbers, and all the rest of 'em. We are the architects, and the folks at the factory assist in the assembling."

assembling." "They do the finishing, eh?" snapped the still unconvinced and sarcastic Jones, "that simile of yours makes me laugh. The artist and the copy writer and the engraver and electrotyper and printer and pressman, etc., are the real builders of the advertisement. As advertising men, we are seldom allowed to build the house as we think it should be professional built, from our knowledge of the situation. We never know when some interloper will come along, armed with power, and tear out a yard or

two of masonry, or rip out a ceiling.

"What does this mean? It means that many advertisements are built to please some one man or group of men, at the factory, rather than to produce definite results. We follow the line of least resistance. We grow to say to ourselves, 'Oh, what's the use. Give 'em what they want.' I think you'll agree that is a very dangerous policy to pursue. It can only mean one thing in the end—we lose the account. The foundation crumbles and down comes the house."

"What changes did they want made?" persists Brown.

"The list would reach around the moon. And most of them were little fool changes that mean so little. I'll admit, I'm tired out, disheartened, mad, clean through and through. Oh, to be allowed to proceed along your own lines, in your own way and with your own initiative. The responsibility of it would make a chap want to produce his best. Feeling the responsibility, he would not dare make errors."

So much for the disgruntled Mr. Jones.

#### THE ADVERTISERS' CASE

His was doubtless an exaggerated case. But advertisers are coming to know the ins and outs of the work. They are not necessarily ignorant of advertising because they do not follow it as a profession.

For one thing, they are surrounded by advertising. They see it everywhere. They are in a position, as we have said, to study the advertising campaigns of their competitors and from a peculiarly helpful angle.

It is not as if advertising were something kept constantly under cover. It isn't. It's out where the whole world can watch it, ask questions about it, learn how it is operating and follow its course to a given objective.

A manufacturer may not be able to tell you how a half-tone plate is made, or the significance of a column rule, but he can explain the extent to which a cer60 A 51 8 8 8 7 8 7 8

#### Mileage

AN ENTHUSIASTIC motor car owner told us the other day that he had had his car for three years and it hadn't cost him a nickel for repairs. Later, he explained that it hadn't been out of his garage.

How much did you get out of your advertising vehicles during the past year? Or did you keep them in a "garage"? In other words, did you travel rough roads and climb to mountain tops, or did you just "sit tight" and let the old boat stand on horses?

After all, its the SALES MILEAGE that counts! The ultimate bill for inactiveness is liable to be more of a shock than the charges for up-keep of well-tuned and oiled machinery. Besides, there's the fun of traveling along with the big fellows who are sticking to the highroads and "getting somewhere."

All of which leads to the thought that The HEEGSTRA Force is equipped to get the most "mileage" out of your sales appropriation at a minimum cost for up-keep..

That's one of the many reasons why we are known as "An Advertising Agency + PLUS."

#### H. Walton Heegstra Incorporated

ADVERTISING 25 E. JACKSON BOULEVARD, CHICAGO

MERCHANDISING

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#### ODHAMS GROUP

#### **Dominates Britain**

JOHN BULL Has by far the largest sale of any weekly journal in Britain

PASSING SHOW

A weekly Budget of Artistic and Literary
Human

PAN Magnificent Monthly of Art and Literature

- IDEAL HOME
Levishly Illustrated Home Monthly

Levishly Illustrated Home Monthly
NATIONAL NEWS

The Independent Sunday Journal SUNDAY EVENING TELEGRAM Britain's only Sunday Scening Paper

LONDON MAIL
Witty Theatrical and Society Weekly

PICTURES
The Film Lever's Favourite

KINEMATOGRAPH WEEKLY Trode Organ of British Kinems Industry SPORTING LIFE

The World's Leading Sporting Journal

EVERYWOMAN'S
The Popular Domestic Weekly

Every class of British reader can be reached through the medium of Odhams Publications.

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Full particulars regarding any of the above journais together with a copy of Odhams House Organ "Odds & Ends" will be gladly mailed on request. Write to:

Philip Emanuel,

Advertisement Manager,

ODHAMS PRESS

Long Acre, London England







Four of the many publications of the Odhams

28, 1920

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tain copy appeal is affecting his salesmen and the trade in general.

Advertising is so closely interwoven with sales management and problems of distribution, that to know one is to be fairly familiar with the other.

Brown, of whom we have spoken, handles five important accounts. He has never worn himself thin arguing with advertisers. But then, Brown plays an entirely different system.

He has thrown into the discard the archaic idea of making up a great many drawings and writing a great many pieces of copy, before he has pretty definitely settled upon a plan of operation, with the executives of the various concerns on his books.

He gets them all together, and deliberately asks for ideas and suggestions. He tells them that no advertising man is in a position to create efficient material without this sort of collaboration.

And, after he has sounded them on ideas of his own and has come out of these conferences he returns to his office and maps out a campaign that is more than half approved before it is set on paper.

What happens?

Brown rarely has an advertisement man-handled, because the folks at the factory, when they see the submitted copy and designs, discover little fragments of themselves and their own ideas incorporated, along with others. This can mean but one thing—a feeling of fraternal interest in the advertising. It is a part of them. It has been built in part on their knowledge of their own business. It is not shunted at

them, cold, from a clear sky.

By this process, it is possible to discover that which would not go through, under any circumstances, however artistically tricked out and dressed up, in the butter-sauce of art.

Contact with these builders of modern business only intensifies the belief that they are all human, likable, intelligent, fair-minded and open to reason. They do not criticise for the sheer love of it. They do not tear down be-

#### SAVE 50 TO 500 HOURS

a year with our service. But time alone is not the only factor. Your efficiency as an expert space merchandiser depends upon the volume of your information—its freshness—reliability—accessibility.

Detailed advertising rates, minute circulation analysis, mechanical requirements on over 6,000 publications. No matter what the question—the answer is there—and it's right. Revised and issued every month at a cost of less than ten cents a day. None so complete and accurate.

Judge for yourself. This advertisement attached to your letterhead entitles you to a copy of the current issue on ten days' approval. No obligation whatever — but clip it now.



154 West Fort Street Detroit

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#### MAIL ORDERS

are an important part of the business of this organization.

Just because a client can't talk to us personally, is no reason why we can't give him what he wants, via the U. S. Mail.

We are doing it regularly with Chicago, and Cleveland, and San Francisco, and Bangor, and Spokane, and Boston, and even China.



Louis C. Pedlar, Inc.

246 Fifth Avenue N. Y. City cause they enjoy the process. They are quite conscientious in everything they do and say.

Occasionally we run across a stubborn man who does not understand the fundamentals of advertising, never will, and is not really in sympathy with it. He was born to pull the other way.

He must be handled with tact. Allow him to think he is having his own way. Give in a part of the time, all the while forcing your own ideals and plans through the chinks. We have known an advertising man so to manipulate a conference that this type of executive O. K.'d a series, thinking he had suggested it.

The best advertising just now is advertising that is born in the light of the factory fires, and in the heavy atmosphere of the conference room, where the brains of many competent men, of many beliefs and responsibilities, are permitted to fuse.

Both sides have their pet arguments to bring to bear and pat cases that fit in equally well. However, the old day of the utterly ignorant advertiser, who insisted upon editing the life out of his campaign, is about gone.

Somewhere, in every growing business enterprise, there is a strong, sturdy man, who, while factory-bred, is nevertheless a keen advertising analyst, and whose opinions are invaluable. However concerned and occupied he may be with his own problems, he finds time to study the printed message, in its application to his line. Cultivate his acquaintance, his friendship and his advice. It is apt to prove invaluable. And having won him and fitted your plans with his, the others will come easy.

It is perfectly safe to say that everybody, in all lines of endeavor, is gradually assimilating knowledge of advertising. The picturesque hocus-pocus that once existed—the surrounding of advertising with a thin film of mystery—is no more. All of which should make it easier for advertising men to sell advertising and to build it with minimum waste.

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#### It was the Advertising Man, not the plumber, who put running water into farm homes

Advertising has done more to revolutionize life on the farms of Canada than any other influence.

The much deplored drudgery of farm life, the hardships borne by the farmer and his wife, the absence of the ordinary comforts and conveniences which are taken for granted in larger centres, the long hours and general lack of efficiency on the farms—all these conditions are fast disappearing, or being improved, by the influence of modern publicity.

The farmer is everybody's customer nowadays. He is buying all the substantial things of life that city people enjoy, and a great many more that most city people can't afford.

If you have an idea that the farmers and small town folks of Canada are possible consumers of your goods, write for a specimen copy of the FAMILY HERALD AND WEEKLY STAR, Canada's National Farm Journal.

A careful perusal of the FAMILY HERALD AND WEEKLY STAR will give you a very clear conception of the existing conditions in rural Canada and will also enable you to observe the activities of other progressive manufacturers who have already launched their publicity campaigns on the rural market.

The FAMILY HERALD AND WEEKLY STAR has more than 150,000 subscribers—paid in advance yearly. It is edited for the farms and farm homes of Canada—with a sympathetic understanding of the people and their manner of living. It is a proposition worth investigating.

For detailed analysis of circulation by provinces and counties, specimen copies and advertising rates, address

#### ADVERTISING MANAGER

#### Family Herald and Weekly Star.

Canada's National Farm Journal Established 1870

MONTREAL, CANADA

New York Representative: DAN A. CARROLL, Tribune Building. Chicago Representative:

J. E. LUTZ,

First National Bank Building.

# Montreal—Now 801,216 The 5th City on the Continent

According to the recent assessment rolls the City of Montreal now has 801,216 people, making it the *fifth* largest city on the North American continent.

Montreal is the largest commercial centre in Canada.

Greater Montreal constitutes a rich concentrated market in a country entirely on a par with the United States in per capita buying power.

#### Three Great Newspapers Dominate This Rich Market

Name	Oirculation*		
	In City	Outside City	Total
The Gazette	23,952	6,508	30,460
La Patrie	12,475	15,241	27,716
La Presse	93,579	53,002	146,581

<sup>\*</sup>Audit Bureau of Circulations' statement March 31, 1920.

The Gazette is a 5c daily newspaper-\$12.00 per year. 75% of the population of Montreal is of French extraction.

To cultivate and develop Canadian trade you should advertise first of all in Montreal newspapers. They reach not only a large consuming public but also commercial houses, jobbers and distributors whose business extends to all parts of the Dominion.

#### A 10,000 line campaign in the above combined mediums will cost only \$.30 a line

Write direct or have your Advertising Agency give you further facts, rates and figures regarding the three newspapers enumerated above.

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#### Put Your Name on Your Catalogue!

Catalogue!
THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC.
NEW YORK, Oct. 20, 1920.

Editor of PRINTERS' INK':
The Society for Electrical Development carries a complete file of electrical manufacturers' catalogues.
Recently the Society sent out a request to the electrical manufacturers for their latest editions. Upon receipt of these catalogues, they were opened in the mailing room, the wrappers destroyed, and the catalogues themselves taken into the library. Here the discovery was made that a large number of these catalogues did not contain the name of the manufacturer issuing them on the cover or inside anywhere, and it is impossible to tell who is the manufacturer of a great many of the lighting fixtures, electrical appliances, etc., illustrated and described in the catalogues.

illustrated and described in the catalogues.

I have before me at this moment an elaborately prepared booklet, beautifully illustrated, with a very attractive cover. There is no name on the cover. Inside there is an introduction in which the manufacturers say: "We guarantee the finish of things this catalogue pictures to be far better than the ordinary." The guarantee is not signed, and the name of the manufacturer appears nowhere in the entire publication. This is by no means an unusual condition. I want to bring this matter to the attention of your readers, because it seems to me that many thousands of dollars are spent on the preparation of catalogues which are distributed without any means of identifying the manufacturer. It seems incredible, but our librarian called my attention to this condition, which I am passing on for the consideration of your readers.

J. M. WAKEMAN,

General Manager.

#### A New Philadelphia

Agency

Agency
Louis A. Fehling and Warren S.
Barnes, formerly of Geo. W. Edwards
& Company, Philadelphia, have organized a general advertising agency
in Philadelphia, under the firm name
of Barnes & Fehling Co.

Mr. Fehling was formerly associated
with the Philadelphia Record for a
number of years, and was with the
Evening Telegraph until its dissolution.
Mr. Barnes was affiliated with the Curtis Publishing Co. for five years and
with N. W. Ayer & Son for one year,
prior to two years' service with the
U. S. Army. U. S. Army.

#### F. A. Lerch Joins "Electrical Merchandising"

F. A. Lerch, who was formerly New England representative of the Reuben H. Donnelley Corporation, has been made an advertising representative of Electrical Merchandising, published by the McGraw-Hill Company, Inc., New York.

### FROM LAST to FIRST

IN 22 years The Sunday News has grown from the least to the greatest circulation amongst Detroit papers. In September, 1920, the Sunday News had 235,000 net paid circulation, exceeding even the weekday News by some 5,000 copies and outstripping the only competing Sunday paper by 50%.

#### The Detroit News

Daily and Sunday

Always in the Lead

The Advertiser's Exceptional Opportunity





#### At a Corner Grocery—

I saw a woman pick from the counter a colored folder of a salad dressing and look it over. When the clerk took her order she said, "You might also send me a bottle of this dressing, I'll try it."

An attractively designed folder, lithographed in colors certainly does "sell" the goods.

Karle Lithographic Co. will be glad to co-operate with you in producing sale-making folders, booklets, etc. Put your problem up to one of our branch managers or representatives. He will call at your convenience.

#### KARLE LITHO-GRAPHIC CO.

Offices and Plant ROCHESTER, N. Y.

New York 512 Fifth Ave. Ry, Exchange Bidg. Boston 7 Water St. 130 N. Wells St.

> Philadelphia Fidelity Mutual Bidg.

#### Foolish Prejudices Against Advertising

Let People Know of Its Value as a Marketing Device and Many of These Prejudices Will Disappear—The Kind of Education That Is Needed

By Paul T. Cherington
Secretary-Treasurer, National Association of Wool Manufacturers

A DVERTISING men find it difficult to realize how widespread is the attitude of actual hostility toward advertising. In Congress, in State legislatures, in schools and colleges and in public and private discussions, advertising is on the defensive. should it be? Two reasons ap-pear on the surface. One is that, as practiced in this country, advertising looks prosperous, and hence, is regarded as a promising source of revenue; another is that it appears to be influential, and, hence, is a shining mark for inquiry and for attempts at regulation. And yet these facts alone do not wholly account for the bitterness and persistence of the attacks.

Attacks upon advertising are inevitable. They are to be expected in any line of effort which touches the public at large, and of which it is not easy for the public to have more than a superficial knowledge. Moreover, when the contact is as direct and the knowledge as extremely superficial as in this case, the attacks may be expected to be numerous and hard to answer clearly. The one convincing defense which advertising can make against such attacks is its record of achievement.

But while the record of achievement is being written some of the misconceptions of advertising ought to be corrected as far as this is possible. It sometimes comes as a shock to anyone who knows what advertising actually is

Extract from an address before the First New England Advertising Conference, Boston, October 21. nst

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#### The Petroleum Industry Buys

We can illustrate by photo the oil-uses of

Cement Hoists Valves and fittings Typewriters Boilers Engines Pipe Tools Tractors Electrical Supplies in notable quantities, floor space, office supplies, motor trucks, pipe-covering, paint and a thousand other items not listed at the left. And your A. B. C. proves that its favored publication—in producing, refining and marketing—is

#### NATIONAL PETROLEUM NEWS

812 Huron Road, Cleveland

New York

Tulsa

Chicago

Houston

### A Letter

#### To Men Who Keep Informed

Since it is to your interest to be advised of conditions in the publishing world, especially those affecting the more important publications, I am sure you will be glad to know the significant facts revealed by the last audit of BETTER FARMING just made by the A. B. C.

#### First:

Of 307,474 proved circulation, less than 6 per cent were found to be in arrears, and these for a period of only three months or less, and in process of renewal.

#### Second:

To maintain this list of 307,474 subscribers, only 3,259 premium articles were distributed in the twelve months under examination, which means that about 1 per cent of our subscribers were secured by premium offers.

#### Third:

It was found that every one of these 307,474 were individual subscriptions, absolutely no bulk circulation, no installment payments, no news stand sales,—hence no returnables.

The fact is that BETTER FARMING maintains its guarantee of 300,000 live, clean, superior, individual subscriptions paid in advance, by means, not of premiums or indirect methods, but by pure interest of its 300,000 or more subscribers in the editorial features of BETTER FARMING.

That's what counts. Doesn't it?



141 W. OHIO STREET, CHICAGO: ILL.

28, 1920

accomplishing to realize that many people have an idea that advertising is mere bragging, resulting in an insidious temptation of an unwary public to buy freely and unwisely.

Advertising, as now chiefly employed in this country, is not mere bragging about wares; it is a marketing device. Its main use is in the economizing of effort in the distribution of merchandise. this respect it differs as radically from the "puffing of wares," common when the science of economics was being formulated, as an electric motor differs from a key on a kite string. Advertising is not merely a flash of bragging; it is a harnessed force under control to an extent little appreciated outside of the comparatively small circle of those who devise and execute the elaborate marketing campaigns which are an essential part of modern business.

It is difficult to conceive of distributing, under modern conditions, which is wholly passive. Aggressive sales effort of some kind is practically essential. To object to it on economic grounds as being an unnecessary stimulation of demand is to ignore the conditions of production and consumption of which they are a product.

Thus far there has been no clear statement made of the economic status of this whole system of aggressive selling, of which advertising is so important a part. Such a statement will be slow in formulation. It must necessarily grow out of the facts. These must be established beyond dispute and weighed without prejudice and with due regard for the conditions of production and consumption which have produced them. If the facts show that, with the aid of intelligently conducted advertising, merchandise is delivered from producer to consumer better and with less waste than they could be delivered without this help, no amount of harping on some of its external features can permanently hinder its development.

Those who know how this marketing device operates when intelligently employed have no mis-

givings as to its ability to justify itself. In the meantime those who know what advertising is really contributing to modern business may expect to find themselves constantly under obligation to refute with facts a hounding critical attitude based on a system of thought which grew up years ago when advertising was mainly a process of competitive bragging.

#### Navy Has New York Advertising Office

The Surplus Stocks Division of the Navy Department has established an office in the Grand Central Palace, New York.

This office will handle all advertising and will also originate sales promotion

T. H. McClure, advertising and sales counselor for the Navy Department, will counselor for the Navy Department, will have his headquarters in this office. Miss Shirley Virginia Carter, formerly in the Promotion Department of the McGraw-Hill Company, has been made assistant to Mr. McClure.

A national newspaper campaign on vessels and a trade paper and newspaper campaign on textiles were the first to be directed from the new office. The formation of a market and research bureau will be part of the work of this new office.

#### Lectures for Lowney Employees

Employees

The men and women who work for The Walter M. Lowney Company ought to have a broader knowledge of their own business and of general business procedure, if they attend a series of lectures planned for the coming winter. Three lectures have already been given and eleven others are scheduled for the period between November 1 and April 1. Aside from the subjects of direct interest to employees, such as the making of coca, chocolate and different kinds of candy, there will be talks on Corporation Financing, Cost Accounting, Advertising, Sales, Stock and Traffic, and Personnel and Employment. After each lecture there will be a period for the discussion of the problems of the particular department giving the lecture.

#### Harold K. Philips Returns to Baltimore

Harold K. Philips, at one time employed by the Baltimore American, has returned to that city to join the copy staff of The Deatel Advertising Service. In the interim Mr. Philips has been connected with the Philadelphia Press, United Press Association, New York, also International News Feature Service, New York, and division publicity manager of the Interchurch World Movement. World Movement.

# Improving the Quality of Correspondence as a Stimulant to Business

The New Office of Correspondence Advisor Has Helped Many Firms to Improve Their Letters

MUCH of the interest of the fourth annual conference of the Better Letters Association which met at Springfield, Mass., October 19-21, centered around the activities of the newly created office of critic, supervisor, or advisor of correspondence, as it is variously termed, and the relation of the quality of correspondence to the necessarily increased sales activity.

The constantly growing part that letters are taking in the selling campaigns was reflected in the startling increases in the office force from 200 to 700 in the General Motors Export Company, with less spectacular but surprising growth in the office and correspondence forces of other in-

stitutions represented.
As pointed out by Wm. G.
Nash, of the Winchester Repeating Arms Co., letter writing by
the ton is such a new thing that
the business world has not yet
had opportunity to develop quality.
Automatic letter-writing machinery has made the mere grinding
out of letters so easy that quality
has been too often overlooked.

Following are some of the typical expressions concerning the best practices of handling modern correspondence and getting the most out of it.

#### Better Letters for the General Motors Export Company

By L. C. Wilsey

Supervisor of Training, General Motors Export Company, New York.

"I WAS much impressed, while in Europe," stated the bulletin from the general manager which introduced our correspondence director, "with the fact that many of our letters and cables are needlessly long and some not clear, while the majority of the letters could be strengthened by omitting certain useless words and expressions. There are a number of other defects—all of which are costly to us, either in direct expense at this office, or in loss of good will among our customers.

"We want every communication that leaves this office to breathe the spirit of the corporation, to promote friendly relations and to attract favorable attention. To that end we have established a Department of Correspondence Supervision."

Bulletin No. 1 pointed out a number of expressions that were taboo, and invited letter writers to omit them or substitute better ones. Bulletin No. 2 dealt with mechanical make-up, and laid down definite rules for the guidance of typists, so that the form and arrangement of all our letters and memoranda might be the same. Builetin No. 3 was entitled "Does It Pay?" and was an effort to sell the idea of supervision to the letter writers, and to fire the younger ones with the desire to improve, using better letters as a stepping-stone to better positions and increased responsibilities.

and increased responsibilities.

Bulletin No. 2 contained the following paragraph:

"The first carbon will be on a pink tissue, marked 'Correspondence Supervisor.' Any errors or corrections are to be noted in pencil on this sheet, which together with the original and all other carbons, will be returned to the typist for correction. No letter will be mailed if it contains an interlineation, correction or post-script in pencil or ink." Twenty-four common errors were printed at the top of this sheet and numbered. These numerals were used

in making corrections.



# Harvey Sconce of Prairie Farmer Goes to Europe

Harvey J. Sconce, Contributing Editor of Prairie Farmer, sailed October 9th for England. From there he will go through France to Rome where he will be one of the official delegates chosen by President Wilson to represent the United States at the International Institute of Agriculture.

In line with our policy of securing the best available information for Prairie Farmer readers from all over the world, we will soon begin a series of articles by Mr. Sconce, giving his impressions of European Agriculture.



CHAS. P. DICESON, Advertising Manager

First Farm Paper in the First Farm State

>1000 PRAIRIE FARMER-Chicago

BURRIDGE D. BUTLER, Publisher





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#### Concentrate on Quality

Every quality argument is strengthened by the use of

#### **ART MAT**

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods. from the outset.

Costs more

Worth much more

PUIS DEJONGE & CO.
NEW YORK CITY



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Bulletin No. 3 had this to say:
"The reason for establishing
the Correspondence Supervisor's
Division was explained in Mr.
Steenstrup's announcement which
accompanied the first of these bulletins. The aim is to do constructive work in a friendly and helpful way; and in order that there
may be absolute impartiality, the
pink carbons of all letters—no
matter by whom written—will
come to this division for review.
"They will be examined care-

"They will be examined carefully, not only to discover whether or not the suggestions in the bulletins are being followed, but also for the purpose of helping the writers—by specific and individual comments—to improve the quality of their letters.

"Firms such as Goodyear, Goodrich, Wanamaker, Norton, and the National Cloak and Suit have accomplished almost unbelievable results in the development of their correspondence. They have based their work on these premises: Every letter is a sales letter; the future of the house is in the hands of its letter writers, for letters can destroy business faster than advertising and salesmen can build it; if a man cannot or will not write good letters, he should not be allowed to write poor ones, for everything he sends out is a liability.

"Won't you co-operate by going over the pink carbons, as they are returned from time to time, and by asking specifically for such assistance as you would like? You can facilitate the return of these carbons to you by signing your name or initials in pencil, if you write letters for the signature of others. Our aim is ultimately to make our work unnecessary; but we can't do it without your aid."

We felt that no bulletin should be more than two pages, and wherever possible not longer than one; and so a supplement to Bulletin No. 1 was issued, showing a letter with a great many stereotyped expressions, and the same situation handled without the use of them.

A sorting tub was used, with guides for departments and folders for each dictator in each depart-



# Have you seen "PUNCH" This Week?

So many millions of times has this question been asked that the total is beyond computation.

Evidence of that "Reader-Interest" I have so often spoken of to advertisers.

That advertisers of high-class goods and service believe in the value of "Punch" and its wonderful "Reader - Interest" is proved by the fact that its advertising space, which is strictly limited, is often sold out in advance for twelve to fifteen months.

THERE IS NO SUBSTITUTE FOR "PUNCH."

ROT U. SOMERUILLE
Advertisement Afanager, "TUNCH"
10 Beuterie Street,
Landon, S.C., Eng.

#### Available PAPER

600 to 700 reams 37x49=124 (65 lb. base) Coated Book

Ability to secure an ample supply of the standard sheet on which the Grand Rapids Furniture Record and the Furniture Manufacturer & Artisan are printed, i. e., Warren's Cumberland Coated, has released our reserve of a similar high grade coated bookpaper. There is available two full cars of the stock which is suitable for catalogue work or for a publication with a standard 9 x 12 size.

Price 19c per lb. f. o. b. warehouse Grand Rapids, Michigan.

#### Periodical Publishing Company Grand Rapids, Michigan

Publishers of

The Grand Rapids Furniture Record

The Furniture Manufacturer & Artisan

The American Funeral Director

ment; and as a batch of carbons was gone over, a card was attached which called attention to the corrections and asked that the bulletin which dealt with those specific errors should be re-read

It often happened that a set of carbons was returned with no comment, for they were composed of routine letters, handled well enough. The dictators would telephone to ask whether we had made an error in returning them without corrections; and this gave us the opportunity to say-without making the compliment too off-hand, or too direct—that when carbons were returned without comment it meant that they had been examined and found to be in line with the company policy. It also gave me an opportunity to talk personally with and get to know more of the men, for while I knew pretty well those who sent cable messages, they did not by any means comprise all who wrote letters..

A number of the dictators sent us memoranda stating that they had noted our suggestions and would try to profit by them,

Instructions were given by the technical director that no data sheets were to be issued unless the original bore the initials of the correspondence supervisor. Here our plan was not to look on this as the right to "O. K." work of others, but as an opportunity to go over these sheets with the men who wrote them, picking up bits of information, and helping to make them clear by the very fact that we did not understand technical matters and therefore it might be taken as proof that a bulletin would be understood by foreign dealers if it were clear to us. Before long the boys in the technical department were bringing the rough drafts for suggestions, so that the best possible copy could go to the technical director for his approval.

We were invited to sit in on the correspondence problems of one of the departments which wrote more letters than any other, and we are glad to say that a set of 100 form paragraphs helped to pull them out of the difficulty in

#### PRINTING — fit for its — PURPOSE

INDUSTRIAL conditions demonstrate their co-importance with political and social conditions. We owe much to organizations such as the Russell Sage Foundation, that have made a study and a record of these conditions. Wisely they make these records permanent through PROPER PRINTING

W.F.FELL CO.



RIGHT BELLEP RIGHT ENOWLEDG



# The Best Mats For Better Advertising

Are those that have this trade-mark upon them. It is not a new mat, for the biggest advertisers in America have been using them for years, but their qualities are always new because there are no others like them.

Cheaper than electros—mail easier and reproduce as well.



Made by O'FLAHERTY 225 West 39th St. New York



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#### Serving World Markets

M Kelly's World Directory is the most comprehensive and complete register published of manufacturers, merchants and shippers of every land. It lists the Consuls, Banks, Manufacturers, Importers, Exporters, Merchants, Brokers, Jobbers and Shipping Agents of every civilized country. It is an invaluable aid to everyone who buys or sells in the foreign market.

A Since its first publication in 1887 the circulation of Kelly's World Directory has grown steadily until today it has become the universally accepted authority for buyers, sellers, manufacturers and shippers throughout the world.

¶ This tremendous circulation is PAID circulation and is not attained by indiscriminate and gratuitous distribution.

■ The advertising pages in Kelly's World Directory can



Price \$20.00

put the facts about your goods, services or needs squarely before the man with whom you want to do business at the exact moment he wants to do your kind of business. A special-position advertisement can be placed right among the lists which he consults. Thus you get 100 per cent of his attention when and where you want it.

Write for further information as to how this work is essential to your Foreign Trade Development

#### Kelly Publishing Company

HENRY H. BURDICK, Treas. and Managing Director

#### 70 FIFTH AVENUE, NEW YORK CITY

London, England; Paris, France; Barceloria, Spain; Christiania, Norway; Rotterdam, Holland; Copenhagen, Denmark; Berne, Switzerland; Athens, Greece; Messina, Sicily; Cairo, Egypt; Bombay, India; Kobe, Japan; Melbourne, Australia; Cape Town, South Africa; Buenos Aires, Argentina 28, 1020

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As a result of this another department asked us to help them by preparing a set of form paragraphs, which we did. Some of the department heads sent us the rough drafts of circular letters they proposed to send out to dealers or field men.

It has probably occurred to more than one of you that our method of supervising correspondence was akin to locking the harn door after the horse was stolen; but if you will consider that important mail, in such volumes, could not be held up until it had been passed upon, for it might mean a delay of several days or a week in the case of foreign mail, I think you will agree that we pursued the best policy, particularly in view of the fact that there were no very serious errors.

The work of supervising correspondence has led to the establishment of a regular training school for employees.

#### Getting Correspondence Supervision Under Way

By L. B. Siebert

Correspondence Critic of the Pennsylvania Rubber Company.

ONE of the first steps in launching our better letter plan, if such it may be called, was to obtain the approval of our executives, to permit all outgoing mail to come under the supervision of our Better Letter Department. This accomplished, we found ourselves much as the small boy, who in reaching for the highest toy, got the whole Christmas tree in his lap. Volumes of mail piled up on our desk, and after wading through it, we had less of an idea at the end of the day of what was according to Hoyle in business letters than we had before.

At this point necessity mothered the invention of an effective classification of the mail according to departments, whereby the correspondence of the various de-

## The Atlanta Journal

Jacobs' Pharmacy Company used a 14 column advertisement in The Journal, October 22nd.

This was a straightaway ad of one of their routine periodical sales.

If you want first hand information on buying response in Atlanta at this time, Jacobs' Pharmacy Company can give it to you.

> Advertising in The Journal Sells the Goods

#### Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by

#### BUILDINGS

and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

139 N. Clark St. Chicago

#### Advertising Manager

in charge of publicity and promotional work, wanted by very large, fast-growing, old-established and wellrated textile manufacturer with a national business founded on values, service and square dealing.

Requirements: Age 30-45. Employed at present. Spotless personal and business reputation. Knowledge of textiles desirable but not essential.

Good salary - Permanent position. Prompt and substantial recognition of accomplishment. A busy but pleasant environment. large measure-of authority and full opportunity for initiative and ability.

All replies handled personally by head of corporation and treated in strictest confidence. Letters returned if stamped envelope is enclosed. No reference consulted unless by written permission and only after interview. C. B., Box 151, Printers' Ink.

partments was given complete attention on certain days. This permitted a careful and effective analysis of the work of each correspondent and in a short time a general knowledge of their relative merits was obtained so that special attention could be given to the letters of those most need-

For nearly a month no criticisms were made, and only this general study was carried on to see how the letters measured up to the standards of plan, courtesy, conciseness, personality, good will, completeness, etc. For future use, we listed the correspondents and marked after their names in code the outstanding good character-istics on one line and the shortcomings on a second line. For immediate use, we condensed our general conclusions, placing particular emphasis on plan and conciseness, under the heading "Eight Don'ts Commonly Done" expressed as follows:

Don't be a beggar. Don't say everything in one breath.

Come up for air. Disregard of this
causes clumsy sentences.

Don't be afraid of too many sentences.

It is the long, clumsy one-sentence let-ter which bespeaks the amateur. Don't become stereotyped. Versatility

Don't become stereotyped. Versatilly is rarely a fault.

Don't use anything unessential to the clearness of the letter. Simplicity radiates courtesy and personality.

Don't overlook the recipient of the letter; thinking of him in the light of the facts puts personality in what you

Don't gush over. We appreciate in-quiries for our products, but we are not peddling pills.

Don't think you are the only poor letter writer. A perfect one is an ex-ception.

The results on the surface made the future look rosy. An armi-stice was the order of the day. The opening gun of the Critical Department had resulted in no casualties. Correspondents firmly intrenched behind a policy of watchful waiting, to see what particular brand of meanness we had on tap for them, emerged from the smug security of their desks, and held conference with the Critic. Some even went so far as to compliment the bulletin. From circles higher up came the suggestion to take over official mail. It was all

#### We are Not A "Rubber-Stamp" Agency

Here are some of the principles on which this advertising agency is conducted, and is successfully serving more than thirty clients:

- 1 No representative of any publication, however large it may be, can come into our offices and dictate the expenditure of our clients' money.
- 2 We discourage the pouring of money into advertising sewers in search of false prestige, hot-air dominance or the satisfaction of an advertiser's vanity.
- We so apportion an appropriation that every dollar of space expenditure is backed up with an adequate amount of merchandising effort to make it produce the greatest possible return in actual business.
- 4 We bind no client with a contract effective a day longer than is mutually satisfactory. Yet our clients remain with us year after year.

You should be interested in a service of this type. Why not ask for details?

Carl S. von Poettgen, Inc.

Advertising Counsel

Kresge Building, Detroit

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# Griplox

PARCEL POST CASES

Made only by

CHICAGO CARTON CO.

4433 Ogden Ave.

Chicago, Ill.

nice-way down deep-too nice. With us there remained too vivid a picture of a rocky better letter road to be smoothed out by one little glad-hand bulletin, and so

we worried.

From then on, criticism began Each day brought in earnest. more interviews, and fewer compliments, but to our satisfaction, the good will stuck. To be sure, it was strained at times and worn thin in spots, but invariably it came back to normal. As much of the mail as possible was looked through daily to check any serious shortcomings, and the letters of certain departments were carefully analyzed according to sched-

If the criticism was not too serious, the letter went on its way, and the point for suggestion was discussed with the dictator later, either personally from the carbon copy, or by letter re-ferring to it.

A letter too unrepresentative of our standard was returned, with suggested revision noted

scratch paper attached. I am thoroughly confident that the policy of noting suggested revisions on scratch paper, and not marking up the letter itself, carried strong psychological effect in putting the criticism over with No dictator likes better results. to see his own ideas arbitrarily altered with the blue pencil, and even though the letter is to be re-written, he would much prefer incorporating the revision as a suggestion taken voluntarily, than to see it written as a command.

Another plan which keeps better letters uppermost in the minds of the correpondents, is to encourage their sending to the department copies of inefficient or very creditable letters, which come to their attention. This gives them the habit of analyzing letters which go through their hands, and incidentally is a source of exceptional information to our department. By this method original letters from the branches needing criticism, and which otherwise might have gone to file unnoticed, were brought to our attention. Examples of letters which enabled us to emphasize some particular point in an interesting and effective way, were also sent in.

#### Letters the Correspondence Director Aims to Get

By Louis Balsam

Director of Correspondence for Lewis Manufacturing Company.

JEVER before in the history of commerce has there been such a distinct need for the services of those who can accomplish two decidedly essential functions essential to-day more than ever: one; the building up of good will and the holding of the old customers in the cheapest possible way-that is, through the regular correspondence; two, the bringing in of new, live, very much needed business through intensive work on sales letters, trade promotion matter, direct-by-mail work, and the various correspondence means used to create new markets and develop the old.

Until very recently everyone in America, practically, catered to the men who had the goods. In other words, it was a seller's market. Advertising from a purely sales point of view (as contrasted with good-will advertising) was relatively unimportant. Your man-ufacturer, your jobber, and your retailer who had goods to sell, didn't worry nearly as much about how to sell them-to whom-as he did "how much can I hold out for." Salesmen began to get uppish and indifferent. Clerks in retail stores assumed airs of great aristocracy. Sales and even adjustment letters became careless, yes, and slipshod, too; and for the immediate day it all mattered little. But now all that is practically

over. We are seeing and living in the sober morning after the night before. Advertising and, more particularly, letter writing, are back to their position of dominant importance. We have now met a complete reversal of conditions. This is the buyer's day. world is waiting with a decidedly self satisfied sort of look on its

#### Are You This Man?

Two years ago the writer of this advertisement would have given five years of his life for the opportunity he is offering now to another ambitious, capable, young advertising man as his assistant. The job is a particular one; hard to fill. But it's a real job, big opportunity, substantial salary and fine people to work with; the kind of job a man can put his heart

The successful applicant must be a practical copywriter with a keen merchandising sense, capable of planning, executing and selling complete local and sectional newspaper and farm paper campaigns, supervising work of two other copy men and an artist.

Must have broad fundamental knowledge of advertising, general and local, and some knowledge of newspaper co-operation with national advertisers. Executive ability added to these other qualifications will count heavily. But, above all, he must be steady, loyal, and an enthusiastic and tireless worker. New ideas will be wel-comed, but he must be able to adapt himself to our methods.

"The man" will be 25 to 30 years old, a merchandising service manager on a metropolitan newspaper, an agency man with good knowledge of newspaper methods or even the assistant or advertising manager of a manufacturer of a product of general distribution.

He will be assistant to the Development Manager of two daily newspapers, a farm paper and trade journal, all leaders in their field in a hustling Southwest State. Starting salary \$3,200 to \$4,000.

If you are the man, tell us all about yourself, experience and qualifications in first letter. Interview will be arranged. W. T., Box 156, Printers' Ink.

face for the bottom to fall out of the market.

To-day, when reductions in all lines of activity seem to be the general rule, there is an absolute need for increased action in the cheapest possible way. This simply points in one fundamental direction—the increased stimulation of new business and the holding of old customers through the mails. That is the "why" of correspondence direction—the new "why" that cannot be overlooked, no matter which way you figure.

Let us see just what is happening right now in the average business concern, and what has been happening so far as corre-spondence is concerned, for the last twenty or thirty years. Go into your average office and what do you find? Anywhere from five to fifteen or fifty or more people writing letters each in his own way and all combining to make a haphazard system that naturally enough is not bringing anywhere near the results the owner or gen-

eral manager hopes for. What could be hoped from such a letter as this:

Mr. H. C. Smith, 521 Blank Street, New York City. Gentlemen:

We thank you for your order of September the 28th for laundry machinery and mangle irons.

Prompt shipment can be made of everything except the 18" and 20" washing machine. These two sizes have been withdrawn from sale and we are, therefore the contract of the contract withdrawn from sale and we are, therefore, entering your order only for the
mangle iron. We hope that you can
obtain the other two widths from some
other store without inconveniencing
yourself, and we sincerely trust that
you will favor us with further business
right along.

Your customer, my customer, and anyone's customer for that matter, buys goods, not because you need the money, not because you have a special scheme that will help you bring in quick assets-of course not. He buys simply because through reasoning or through appeals to his emotions, the particular letters in question have made him feel that the possession of the goods described will add either to his comfort or his prosperity. The sales

8, 1920

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### says Uncle Sam

I FIND, from the semi-annual circulation statements just filed with me by the San Francisco newspapers, that

THE EXAMINER is first, as usual, with a higher average than ever before approached, viz: 164,856;

THE EXAMINER leads the second paper by 66,802 or 68%;

THE EXAMINER'S gain in six months of 12,259 copies a day is almost double the second paper's gain and nearly six times the second morning paper's gain;

THE EXAMINER'S lead over the second morning paper has increased from 35%, eighteen months ago, to 71% in the current statements; and

THE EXAMINER'S growth in the same period -27,245 — is more than eleven times as great as the corresponding growth of the second paper.

Circulation NET PAID September, 1920 Daily 151,137; Sunday 279,182



CHICAGO: Wm. H. Wilson, 909 Hearst Bidg. NEW YORK: M. D. Hunton, 1834 Broadway

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The reamed and pointed core furnished in 50 inch lengths

# Save Freight with Bermico Fibre Cores of any length—made up quickly in the mill

of the paper maker.

"Have been using cores made by you for the last two years or more and find them very satisfactory." "The best thing that we have ever seen along this line." The two preceding statements are excerpts from letters received from users of Bermico Cores. There are many testimonials of this character on file in our office



The man at the right glues the lengths together, which are cut with the swing saw to any length desired—with absolutely no waste

FOR mills that cannot anticipate their core requirements, we furnish 50 inch fibre cores with reamed and pointed ends, ready to fit together and saw into any length desired.

Metal ends are also furnished with the two simple machines needed to attach them.

For any publisher or printer desiring to test Bermico Cores, we will gladly supply free sample cores to the paper mill to use in making a trial shipment of paper.

Specify length of core used.

Fibre Core Department

#### **BROWN COMPANY**

founded 1852

Portland, Maine

Mills located at Berlin, New Hampshire



Clamping on the metal ends

28, 1920

e

R

letter that brings home the bacon is the one that makes the reader feel that unless he gets possession of the goods described, he will not be getting all the things out of life that he might.

The truth of it is that in sales letter writing just as in personal selling, the letter that approaches the prospect with the idea of service in mind is the one that asks him, either in words or by implication, "how can I serve you?" or, "how can the article I have for sale best meet your needs and desires?" That type of letter is the one that you will find invarjably to bring the highest type of results.

Instead of the average correspondent asking himself "what have I that this customer needs?" he usually thinks in these terms—"how can I unload these goods on this poor sucker?"

There is such an enormous power in the unspoken words of our letters that we can no more help conveying the real message we had in mind that we didn't want the customer to know than we can help breathing.

One of the first things to do when starting work on the sales department's letters is to pick correspondents who implicitly be-lieve in what they are doing. You might just as well throw into the waste basket letters written by a man who doesn't believe that the thing he is trying to sell is something that will be of genuine benefit to the buyer, who doesn't believe it is the best possible value for the money, who doesn't feel that he is rendering a genuine service by selling it. In other words, the basis of successful sales direction and of successful sales letters is that the one who actually writes the letter has the right attitude of mind, an implicit belief in what he is doing, backed by a genuine love for the work.

I have found it decidedly worth while to eliminate entirely any semblance of wonderful offers, opportunity sales, ten-day prices, special concessions, etc. The business world is flooded with business literature of that kind until, to-day, those supposed to be en-

ONE of the oldest and highest class men's and women's wear stores in a large city in the Middle West will shortly be in the market for the services of an

#### ADVERTISING AND MERCHANDISING MANAGER

This man must be able to point to a successful record in department or specialty store advertising, in men's clothing preferably. He will handle the store's advertising, but his province will extend a great deal farther than that.

This is a position that the right man can shape to his own peculiar likes and requirements. No restrictions or limitations will be placed upon him. The position is an unusual one, and can be developed to a size that will interest the biggest man in the United States in this field.

Address M. C., Box 152, care of Printers' Ink, with complete information, salary desired, etc.



Oct.

#### I KNOW A MAN

Who would be of great value to some national advertiser or large agency—an advertiser or agency desiring a competent executive, an originator of advertising ideas, an art director or a copy writer.

He offers an unusual combination—that of a thoroughly trained artist who has also been successful in the business end of the advertising profession.

He has had nine years' experience as an illustrator, cartoonist, designer of layouts and advertising illustrations, and copy writer.

He is thoroughly familiar with typography and makeup and knows engraving, electrotyping and other processes from the ground up.

At present he is advertising director of a manufacturers' association, but is seeking a connection with wider opportunities.

Age 31; university trained; present salary, \$6,500.

Letters addressed to Tyson, care Advertising Club, 47 E. 25th St., New York City, will be turned ever to him.

#### An OPEN LETTER for CAPITAL

Dear Sir:-

Mr. B. and the writer of this letter are seeking from \$10,000 to \$15,000 to establish a business involving a new method of photography. This business will be carried on in connection with two separate organizations now doing business. We have already received requests from our clients amounting to \$1000 worth of work, and there is no doubt but that after these orders have been filled other orders will come in rapidly.

This is an opportunity for a profitable investment with two well-rated business men, one who has the establishment to produce and the other the organization to sell and perform general administration work.

We suggest that you communicate at once.

Very truly yours,
THE WRITER.
Address "L. A.," Box 154, care of
Printers' Ink.

ticing terms have lost all value. In fact, they have created a certain amount of disdain or even antagonism that makes the letter miss its mark.

Advertising men have learned through years of experience, the it pays well to give one good argument or at best two similar ones in each individual advertise ment. I have found through enperience that the same thing holds true in letter writing. It isn't wise to give more than one good strong argument in a sales lette for the same reason that it isn't wise to crowd your whole story into a three-minute personal car vass when you are trying to se face to face. One point per letter well expressed, well presented well backed up, calculated appeal to the reason and to the emotion of your reader gives him something on which he can hang his hat, something on which he can base judgment, something on which he can act.

Have you ever noticed the overanxiety of the average sales letter? How it seems to hold on to the readers coat-tails, and after it has caught up with him how i tries to push him and force him over the buying brink? How successful do you think these overanxious letters are? How do you like to get them? No man likes to feel that he has been "worried" into a purchase. The mo-ment your letter shows overanxiety to make a sale, that mo-ment you begin to put the suspicion in the other man's mind that your goods aren't all that they might be or you wouldn't be so anxious to get rid of them. Simply put your proposition before the reader in the best light you can without any tendency to show him that you are anxious to have him do what you want, but on the contrary you really wouldn't have him buy your goods unless he felt they would be a distinct benefit to him,

W. H. McMahon, formerly with the Vacuum Oil Company, New York, is now with the advertising department of the Hood Rubber Products Company, Watertown, Mass.

value. a cereven letter

8, 1920

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h the k, ment ComDo you sell to technical men?

> Do you sell to engineers and factory super-intendents? Is your product a technical product?

Just Published

#### ADVERTISING THE TECHNICAL PRODUCT

By CLIFFORD A. SLOAN Vice-President, Campbell-Ewald Company AND

JAMES D. MOONEY

Vice-President's Staff, General Motors Corporation

365 pages, 6 x 9, illustrated \$5.00 net, postpaid

is the first book that covers this field—the field of solling the technical product. It is a common-sense discussion of the advertising-selling problem. A list of contributors to this book might be headed accurately, "A Chapter from Who's Who in Ad-vertising Technical Products." Bone of the new who helped to make this book possible are:

J. C. McQuiston, Man-ager, Westinghouse Dept. of Publicity.

Robert Porter, Vice -President, Jaxon Steel Products Co.

Vice-M. Feiker, Vice-President, MoGraw-Hill Co.

A. Harlan, Purchas-ing Agent, Delco-Light Co.

M. F. Lawrence, Sales Promotion Manager, Hyait Roller Bearing

P. C. Gunion, Advertis-ing Manager, Indus-trial Division, Gen-eral Motors Corp. C. W. Crawshaw, Pres-ident, Crawshaw

E. Eby, American Director Delco-Remy, Ltd.

T. P. Cunningham, Vice-President Lin-coln Products Corp.

D. L. Darnell, Assistant Sales Manager, Baker Industrial Truck Co.

G. A. Tupper, President, International Trade Press Association.

R. Blgelow Leckwood, Manager, Advertising Service Department, McGraw-Hill Co.

Josee H. Neal, Executive Secretary, The Associated Business Papers.

Frank Eddy, The Dando Co.

D. McGuire, President, McGuire Printing Co.

Professor Gee. B. Hotch-kiss, Head of the Ad-vertising and Market-ing Division, New York University.

Raiph Starr Butler, Advertising Manager, United States Bub-ber Co.

#### Examine This Book for 10 Days FREE

#### FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., INC., 239 West 39th Street, New York.

You may send me on approval a copy of Sloan and Mooney's ADVERTISING THE TECHNICAL PRODUCT (\$5.90). I agree to return the book, postpaid, in ten days or

Name .

Official Position ..... Name of Company.....

P. L. 10-28-20.

#### The Master Letter Writer

Including the 500 Master Business Letters By AD-MAN DAVISON

The Highest Paid Letter Writer in the World



Class of Reader; also Routine Correspondence; order letters of the correspondence; order letters of the correspondence; order letters of inquiry, contract and caddi letter; a section on Typorably of Letters and Business English; also 160 Collection Letters. Part II contains the 560 Master Business Letters, including direct merchandising letters, advertising letters, aspenses, including direct merchandising letters, advertising letters, agants, asleemen; letters slight every kind of service, instruction-by-mail, advertising space, order-getting letters; accountancy, insurance, invariant and real estate letters; letters applying for positions as executive, salesman, correspondent, secretary, stemographer, bookkeeper, typist; soliciting and sales letters for every business. Convenients in the blue extra cloth, gold top and gold lettering. Sent postpaid upon receipt of price, 55. All other countries, \$6.

OPPORTUNITY PROPER

OPPORTUNITY PRESS

681 Fifth Avenue

New York

48-Page Booklet Sont Pres

#### If you control accounts and want a bigger chance-

I have built up a substantial agency and personally have obtained all the accounts I have. My art and copy arrangements are exceptionally satisfactory.

I am looking for a man who can help bring in busi-ness and build this agency larger.

To the right man I om proposed to pay \$100.00 a seek drowing account and one willing to arrange to have this man above in the profits of the agency as a whole. Understand, please, that I have full recognition and have a paying profitable agency in New York.

This is a very unusual opportu-nity for a business-getting advertis-ing solicitor.

If a connection of this kind in-terests you, write me briefly and I'll arrange for an interview.

Your communication will be con-sidered strictly confidential.

Address, President of Agency, Box 150, Printers' Ink.

#### All New England Club in Conference

Two-Day Session Marks Beginning of New England Divisional Meetings - Delegates Present from Clubs of Six States -Women Take Active Part in Programme.

PTIMISM and faith in the country's continued prosperity and keeping New England prod-ucts before the world were the keynotes at the advertising conference of the New England Association of Advertising Clubs, held in Boston, October 21 and 22 There were nearly 450 advertising men and women registered, coming from each of the six New England States. Upward of fifty women took an active part in the proceedings of the confer-

The purpose of the conference was "to further the study of advertising with a view to make it more efficient and more beneficial to society as a whole—and New England in particular." The next meeting will be held in October, 1921, either in Worcester or Springfield.

At the beginning of the con-ference only four of the fourteen advertising clubs in New England were associated with the Asso-ciated Advertising Clubs of the World, but the entire fourteen will become members and be known as the New England Di-vision of the A. A. C. of W. Frank A. Black, vice-president of the New England district, pre-

sided at the business session. Rowe Stewart, president of the A. A. C. of W., welcoming those present, spoke of the tremendous value of district conferences to advertising men and women, and said that possibly this meeting might be used as a model for similar conferences planned for other districts. Mr. Stewart be-lieves the time has come to have a woman as president of the A. A. C. of W., men having neglected many things that women can do in the advertising field more satis1. 28, 1920

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# We Want Applications From Trained Executives

This is a fast-growing chain of Automobile Tire and Accessory Stores, with 27 Stores actually operating and others opening as fast as our organization permits. Men with retail merchandising experience, preferably in our line, who have the ambition, energy and vision to realize the possibilities of this enterprise.

Applications are invited from experienced men who have made good and are fully qualified to fill the following posts in the organization:

Advertising Manager
Advertising Copy Writers
Chain Store Executives
Direct Mail Expert
Assistant Treasurer
Office Managers for
Branches
Statisticians
Chain Store Real Estate
Man
Window Trimming
Expert

Store Managers
Sales Manager
District Superintendents
Buyers and Assistants
Traffic Manager and
Assistants
Confidential Secretaries
Accountants and
Bookkeepers
Numerous Openings in
Operating Depts.
Stenographers

#### For the Financial Department

Sales Manager Security Salesmen
Security Crew Managers Office Managers
Territorial Organizers

Apply by letter only, giving full particulars as to experience, ability, and any other information necessary to have us consider your application. Address

E. B. P. CARRIER, President

UNITED AUTO STORES, Inc.

Executive Offices: 1411 Walnut Street, Philadelphia, Pa.

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# From Newspapers to "National Advertising" and Back Again to Newspapers

The big merchandising-advertising success of our acquaintance manufactures toilet articles.

Starting literally without capital and single-handed, in four or five years he has built up an annual business of nearly a million dollars.

This genius made a good product, packaged it attractively, priced it right, concentrated on one market at a time, and advertised in newspapers.

#### Listened to Bad Advice

Eighteen months ago he was urged, inasmuch as he already had distribution in twoscore cities and wanted more, to "do national advertising."

He added so-called "national media" to his newspapers, and the business continued to grow.

At the end of six months he credited a substantial part of his new gains to the new advertising.

#### Back Home-Sadder and Wiser

At the end of twelve months he made the startling discovery that his gains had been confined to the centers covered by his newspaper advertising, and that he had secured no new distribution.

At the end of eighteen months he says "he has exploded a myth." He regrets that he ever strayed from the fold, and is ready to return to the use of newspaper space exclusively.

Ask us to explain to you in a personal interview the simple sanity of the theory of merchandising by radiation from buying (and distributing) centers.

From a story told by the N. Y. World's Merchandising Dept.

BRIDGEPORT, CT. POST. TELEGRAM
NEW HAVEN, CT., REGISTER
NEW LONDON, CT., DAY
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UMION and
LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS. COURIER-CITIZEN

LYNN, MASS., ITEM
SALEM, MASS., NEWS
SPRINGFIELD, MASS., UNION
TAUNTON, MASS.
WORCESTER, MASS., GAZETTE
PAWTUCKET, R. I., TIMES

EACH OF THE NEWSPAPERS here named is a power in its home community.

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here comfactorily. E. F. Cullen gave a message of optimism and faith in

Louis K. Liggett, president of the United Drug Company, told of the early mistakes that had been made in his field and the successes that had come to his company later. He emphasized the fact that no advertising can be really successful unless there is back of that advertising a very definite policy and real co-operation of salesmen.

Richard H. Lee, special coun-sel of the National Vigilance Committee, said that advertising men make truth more attractive and that 97 per cent of all advertising in the United States is truthful.

George C. Frolich, president of the Pilgrim Publicity Association of Boston, told of the New England billion and a half dollars worth of manufacturing every year. Miss A. F. Hanson warned the men of the craft to "look out for their jobs." Miss Dorothy Entwistle told "how women buy."

There were many other speakers who brought messages to the con-ference. Among them were Pro-fessor Daniel Starch, of Harvard; S. R. Latshaw, of the Butterick Publishing Company; W. A. Thomson, of the Bureau of Advertising, A. N. P. A.; Ben Nash, New York; Harry Levey, of the . Harry Levey Service Corpora-tion; Charles H. Macintosh, of Chicago, and Paul T. Cherington, secretary-treasurer of the National Association of Wool Manufacturers. A portion of Mr. Cherington's address appears elsewhere in this issue of PRINTERS' INK.

Those present at the conference were guests at a luncheon given by the publishers of Boston, and were also given a luncheon by the New England Council of the American Association of Advertising Agents. The out-of-town advertising men and women were given a banquet by the Pilgrim Publicity Association, the Advertising Women's Club and the Lantern Club of Boston. Paul Block was host to about seventy members of various clubs at a theatre party. Stands A 1 with the dealers.

Member A. B. C.

#### PORTLAND Maine

#### **EVENING EXPRESS**

There are more than 30 grocers advertising in the Express. About every dealer in any commodity advertises in the Express, if he advertises at all.

These men are on the ground and they know that the Express

#### Produces Results.

The Julius Mathews Special Agency Boston-New York-Detroit-Chicago

> Connecticut's Largest Circulation

(That's going some.)

### POST - TELEGRAM

Morning

#### BRIDGEPORT

The ever busy city.

The city and the papers that should be on every advertising list.

Representations

I. A. Klein John Glass 254 Metropolitan Tower Peoples Gas Bidg. New York, N. Y. Chiengo, Ill.

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#### PRINTERS'

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.
OPPICE: 135 MADISON AVENUE, NEW YORK
CITY. Telephone 1346-78-9 Murray Hill.
President and Secretary, J. I. ROMER. VicePresident, R. W. LAWRENCE. Treasurer, President, R. W. DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, IULIUS MATHEWS, Manager. Atlanta Office: 1004 Candler Building, Guo. M. Kohn, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager. London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager,

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra, Canadian Postage, one dollar. Advertising rates; Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLER MURPHY, Associate Editor ROV DICKINSON, Associate Editor R. W. PALMER, News Editor

C. P. Russell
Roland Cole

Editorial STAFF:
Albert E. Haase
Edward T. Tandy

Chicago: G. A. Nichola London: Thomas Russell

NEW YORK, OCTOBER 28, 1920

Governor Cox in Advertisers attacking The Not Tax Saturday Evening Post the other Slackers

day for publishing a partisan cartoon in the eleventh hour of the campaign takes a side-swipe at advertising that should not go unchallenged. He makes the charge that "The Saturday Evening Post has imposed on the confidence of the American people, won by a long record of non-partisanship, and has become a Republican journal because the profiteers who escape Government taxes by diverting to it millions of their revenue in

advertising want my opponent elected."

While PRINTERS' INK is a business publication and not a political journal, it deplores exceedingly that a candidate of one of the great political parties should in-dulge in such an unfair and unfounded assault upon the advertising business. Especially does it resent the Governor's imputation that large advertisers are profiteers and tax slackers.

Similar charges have bandied about so extensively by amateur economists during the last year and have been rebutted so often in Printers' Ink that we are grieved to have them renewed by a man holding such a conspicuous position as Governor Cox. Being a successful publisher, and, therefore, on the inside of the business, Mr. Cox should know that there are many good reasons for the boom which advertising has lately experienced. These reasons may be summarized under the following classifications:

1. The war, itself, converted many non-advertisers to the advertising idea. The marvelous success of advertising in putting over the huge Liberty Loans and other war drives opened the eyes of many manufacturers to the possibilities of advertising in their own businesses.

2. The war increased the manufacturing facilities of the country to such an extent that a number of concerns were obliged to introduce new products to care for their expanded production.

3. Several organizations greatly curtailed their advertising during the war. To win back their good will quickly they found is necessary to advertise on a bigger scale than ever.

4. The Government, itself, through the Department of Labor, fearing widespread unemployment following the armistice, encouraged manufacturers to extend their advertising to the limit to keep business going. This ap-peal met with instant response.

5. Most of our big advertisers of to-day were big advertisers be, 1920

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fore the war and before the days of the excess profits tax. If they are investing more money in advertising now than formerly it is due to the fact that their appropriations are based on a percentage of sales. Sales having increased enormously since 1917, the size of the appropriations have automatically gone up.

Those are the main reasons for the increase in advertising. be sure, the excess profits tax has caused some advertisers to put money into advertising that they otherwise would not. But there is nothing reprehensible about this. The law was written so that money used for building up a business through the medium of advertising is tax exempt. Similarly, certain classes of Govern-ment bonds are tax exempt. If Governor Cox is going to condemn advertisers as "tax slackers," he will have to condemn all investors in tax exempt bonds as evaders of the tax laws. Or, to carry the argument to a still more ridiculous conclusion, he will have to condemn those who contribute to charitable organizations and then deduct such items from the tax returns, as the law entitles them to do.

The fact of the matter is the more money that is put into advertising, the more profits there will be to tax. If there is anything illegitimate about this, the lawmakers, and not advertisers, are to blame.

But, as we said before, the law has had so little effect in increasing the volume of advertising that if the excess profits tax were abolished to-morrow, it would have only an insignificant effect in decreasing the size of appropriations.

The Retailer Who Won't Buy the purpose of buying half a dozen pillows. To her amazement she found that the store did not have a pillow in fock. The manager of the department told her that a shipment

was delayed and that if she would leave her order it would be delivered in a few days. The prospective customer, not wishing to buy without seeing what she was getting, did not leave an order. Instead she went to another store against which she has always been prejudiced, and for that reason had not been patronizing it. She quickly got what she wanted in this formerly despised store.

The buyer of the first store told the truth when he said that a shipment had been delayed. He did not say, however, that the delay was not due to the manufacturer, but to his own dalliance in placing the order. He is so scared that the market is going to drop from under his merchandise that he is not buying enough goods to take care of his current sales. As a result, he is not only losing immediate business, but, what is worse, the patronage of old customers.

The incident could be duplicated thousands of times throughout the country. It is generally claimed that the hesitant buying policy which many retailers are pursuing is the real cause of the stagnation which exists in some industries. Nobody blames merchants for being cautious in loading up with goods in a declining commodity market. It is sound business policy to avoid unnecessary buying now. At the same time, it is the function of a distributor to distribute. If he hasn't the merchandise on hand, he can't sell it. What is more, he must not expect his customers to postpone their buying until he sees fit to stock up. In the meantime they are going to buy elsewhere.

It must be remembered that while the public has stopped its extravagant buying, there is still an everyday demand for the thousand and one articles of merchandise that are to-day absolute necessities in the lives of most people. If they can't get these things from their retailer, they will go where they can get them. Perhaps their inability to buy at home will give these folks their

first taste of catalogue buying. Most confirmed mail-order patrons started under some such circumstances.

A number of manufacturers, discouraged by the retailer's refusal to purchase, are planning on merchandising their product in new ways. A large underwear concern is reported to be preparing to sell direct to the consumer. Another manufacturer is looking into the advisability of opening his own stores in certain strategic centres. Another is thinking of tying up his products with exclusive agents, who will agree to push them in bad weather as well

as fair.

Of course, for most manufacturers, such plans would not be practical. They are obliged to stick to the retailer. They should do something, however, to remind the retailer of his obligation to keep the channels of distribution open. One thing that could be done is to sell lethargic retailers on the advertising idea of mer-chandising. That is on the idea that advertising makes it unnec-essary to speculate on the resale possibilities of a product, well-advertised article will sell easily and profitably. The dealer can buy with that assurance. All he has to do is to keep the goods moving through his store. He doesn't have to stock up heavily. By buying little and often he can avoid the chance of getting caught in the market and at the same time keep his customers coming to him instead of going to competitors or to mail-order houses.

The Details Every once in a while an adver-Must Be tiser becomes dis-Right couraged because, in spite of great pains, his copy fails to get the right results. He

is confident of his product, knows that the market is there and is convinced of the soundness of his advertising appeal, but returns re-main slow. He tries this and that experiment, makes this and that change, but to no avail. All the time the flaw may be right under

his nose, but his very familiarity

with the subject prevents his de tecting it.

An American manufacturer at vertising a certain motor machine in Europe spent a great deal of money before he discovered what was wrong with his message. It took a European to find the weak spot. The advertising referred to the necessary fuel as "gasoline," whereas there is no such word in the European vocabulary. England gasoline is commonly know as "spirit"; on the Conti-nent as "petrol." The American had been trying to talk to potential customers in a language they didn't understand. It was m wonder, therefore, that they took small interest in his story.

This is an incident from export advertising, which contains special pitfalls, it is true, but there has been no lack of cases on home territory in which one flaw or oversight has interfered with ambitious advertising campaign or jeopardized a promising marketing plan. For example, it has already been told how the public will avoid calling for any article the name of which is of doubtful or difficult pronunciation; and that advertising which features any name whose pronunciation is not clearly indicated suffers from that much lost motion.

There are other instances is which the use of the wrong phrase or the wrong illustration has had a crippling effect on what wa otherwise good advertising.

Any advertiser who is not getting the results he expected would therefore do well to survey his entire plan and its execution to make sure that it does not carry somewhere an obscure but some times fatally defective detail,

#### Tractor Advertisers Appoint Critchfield

New accounts secured by the adve-tising agency of Critchfield & Compas, Chicago, include the South Dakota Stak Tractor and Auto School, of Aberden. S. D., and the Wetmore Tractor Co-pany, of Sioux City, Ia.

The Climax Baler Company, of Casada, maker of paper balers, has placed its account with the Hamilton Advertisers' Agency, Hamilton, Ont.

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# "Charge It, Please!"

What does it mean when you hear a woman say this in Marshall Field's, Altman's, or some other equally good store?

It means that she buys where the better things are sold—that she has the money to buy better things.

# **FASHION - ART**

has a distinct appeal to the western women of this class. It is significant that a large percentage of those who read FASHION-ART have active charge accounts at the best department stores.

It signifies how they shop-for quality, rather than price.

If you would have them appreciate the value of your product, tell them about it in FASHION-ART.

#### **FASHION-ART**

of Case RICHARD A. PICK, Publisher as placed to Adves to Michigan Ave., Chicago

Eastern Office-Acolian Bldg. 33 W. 42nd Street, New York

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# WANTED Business Manager

of Proven Ability

Should have selling and advertising experience, also as an ex-Preferably in the ecutive. pharmaceutical line.

Do not answer unless you are worth at least \$5,000 per year.

State all details in confidence in first letter.

Address "E. A." Box 155 Care of Printers' Ink

WANTS a Western Representative

He Must Be

-a Man whose quality measures up to that of the magazine.

-able to keep pace with an advertising increase of 600 per cent in a year, and a progress in a year without parallel in magazine publishing.

#### ARTS & DECORATION

25 West 43rd Street New York City

#### Apple Week Planned in Pennsylvania

Pennsylvania will launch a State-wise campaign to boost the sale of its apple crop of 20,825,000 bushels—the greates ever grown in the State—on October 3 This action was decided at a conference held at Harrisburg on October 15, a neld at Harrisourg on October 13, which were present representatives of the railroads, packing, shipping, and commission houses, wholesale grocers, chain stores, and retailers. The meeting was called by Frederick Rasmusses,

ing was called by Frederick Rasmusses. Secretary of Agriculture.

The aim of the movement is to get people to buy apples by the basket bushel or barrel, and not in small quattities. The State Department of Agriculture is behind the movement. The Pennsylvania State College Extensisa and Home Economic Departments will also support the movement and state. and Home Economic Departments and also support the movement and start a campaign at the same time to encourage the greater use of apples for general domestic purposes. The railroads eral domestic purposes. The railroad will do everything possible to move the crop, and the chain stores will make special efforts to sell apples to the public in quantities.

#### Five New Accounts for Wood, Putnam & Wood

The advertising accounts of the Davis Lynn Storage Battery Company, Lynn Mass., manufacturer of "Davis Lynn Storage Batteries: L. C. Page Publishing Company, Boston, Mass., book publisher; National Chain Motors Corporation, chain garages on principal truck routes in the United States; H. M. Reysolds Company, Boston, Mass., manufacturer of "Reynolds's Can't-Cur' Shingles; Colonial Motors Corporation, Boston, Mass., manufacturer of "Colonial Six," are now being handles by Wood, Putnam & Wood Co., Boston. Plans for national campaigns for these accounts are now under way.

C. Foster Browning with the Arrow Company

accounts are now under way.

C. Foster Browning is now with The Arrow Company, Philadelphia, direct advertising. He was formerly produc-tion manager of George W. Edwards & Company, and before that was with the Richard A. Foley Advertising Agency, both of Philadelphia.

# Stockdale and Ives with "The

People's Home Journal"
Arthur W. Stockdale has joined the
New York advertising staff of The People's Home Journal. Frederick P. Ive
has been added to the Chicago advertising staff of this publication.

#### W. P. Scott Made Officer of Tracy-Parry Agency

William P. Scott of the New York office of the Tracy-Parry Company, Philadelphia, has been elected a vice president of the agency.

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# **AKRON**

EVENING AND SUNDAY TIMES

"Akron's Ablest Newspaper"

IF you want to reach the majority of better class homes in Akron—homes that cannot be reached through any other Newspaper Medium—Invest in the columns of The Evening and Sunday Times.

Both a Quantity and Quality Cir-

TIMES
is the only Sunday
Newspaper p u blished in Akron

Newspaper published in Akron a great opportunity to completely cover a rich field at one cost.

THE

SUNDAY

Member of Audit Bureau of Circulations

Associated Press Service. For quick action in Akron, get in touch with

#### CHAS. H. EDDY CO.

NEW YORK

culation.

National Advertising Representatives

BOSTON

CHICAGO

# Advertising Agency Copy Writer

Last Spring we advertised in Printers' Ink for a Production Manager. We found the man and were pleased to learn that he also was looking for us.

Now we want an experienced copy writer to team with this Production Manager. He should possess—

Ability to fulfil the executive duties of a copy chief. Ability to write intimate selling copy where a feminine appeal is necessary.

Ability to initiate ideas for other writers who may work with him.

This man must fit into the spirit of a growing organization—handling a variety of nationally known clients—and he must have a good general knowledge of nationally advertised accounts.

Give full information. Your letter will receive prompt attention and be treated confidentially.

Address "A. O.," Box 157, care of Printers' Ink

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### The Little Schoolmaster's Classroom

MR. CARD, advertising manager of the Geo. E. Keith Company, manufacturer of Walkover Shoes, tells the Schoolmaster that an important part of his duty as editor of the house-organ issued his department is keeping track of the local newspaper work sponsored by the many small-town Walkover shops.

When anything clever or unusual is printed, it is reproduced in the house-organ. His latest find is an idea promoted by a Hamilton, Ohio, store, A little mechanical manikin was placed in the window, that walked in a circle, continuously, for a given period of time.

And the idea was to guess how many feet he walked in seven days, allowing fifteen hours for each day's walk. A principal of a local school did some expert figuring. He measured the diam-eter of the board around which the tiny figure walked, his speed, and how many feet he could walk in the specified number of hours. The mathematical answer was placed in a sealed envelope.

This envelope was pasted to a sign in the window. As is well known, one of the Walkover trade-marks is a figure of a man stepping over a shoe, and the mechanical figure was patterned

after this.

A newspaper campaign in local papers was started simultaneously with the appearance of the window figure.

The copy read:

"How many feet does he walk? Have you seen the little Walking Walk-Over Man in the Walk-Over Boot Shop Window? Guess how many feet he walks and win a pair of twelve-dollar shoes. The little man walks fifteen hours a day for seven days, how many feet does he walk in the given time?"

Three thousand guesses were

sent in.

A lady won the prize, and hen is the correct solution: The Walking Man makes one revolution in forty-five seconds, and, as the diameter of the circle is thirty inches he covers a distance of 65,9566 feet in seven days, or nearly 125 miles.

The Schoolmaster believes that perhaps the Class has not heard the story of the "Red, White and Blue" sugar experiment that was made during the war-and which proved a failure, despite the known quality of the product.

It only goes to show that clever ideas are not always marketable. It also shows that you can seldom tell about anything until you try

it on the people.

In order to remind people of their patriotic duty in matters of thrift, as well as to identify a certain brand of sugar, and to give a new and popular turn to a wide seller, this concern put out, in bulk, a sugar that was a glittering rainbow of red, white and blue.

The process of coloring the granules was simple and absolute-

ly harmless.

No harm could possibly follow its use.

And it was beautiful to look upon. In a glass sugar dish it was far more pleasing to the eye than the conventional kind.

Everybody predicted immediate success for this ingenious idea. It was new and it was certainly timely. There was a legitimate reason

for it.

But soon retailer and jobber closed off their orders and the

brand was stopped.

In some insidious way the word had gone forth: "It will make you sick. It is not good for you. The coloring is harmful."

Nothing that the retailer could say or do affected results one way or the other. And one other element was concerned. For generations people had been accuser's

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#### DANIEL O. SKINNER

For many years Director of Advertising and Publicity for the International Motor Company, New York, and later with the Manternach Advertising Agency, in Buffalo (which latter division has been discontinued), is open for a permanent engagement with an established concern. Prefers the most difficult administrative sales publicity job you can muster. Always willing and fearless in assuming large responsibilities, with the directive ability to get major results. An organizer in his early thirties, an independent thinker, but a cooperant teamworker.

Address: New York Athletic Club.

## Modern Newspaper Plant For Sale

WINNIPEG TRIBUNE has purchased and offers for sale, Entire or Separate Lots, Fully Equipped Plant of the Winnipeg Telegram, including Hoe Sextuple Double Width Full Color Combination, Twentyone and Half Inch Cut Off Eight Column Cutler Hammer Control; also Thirty-six Page Goss Straight Line Full Color Combination Single Width with Bottom Deck Three Plates Wide; Twenty-one Half Inch Cut Off Eight Column Cutler Hammer, Semi-Automatic Control; Complete Stereotype, Linotype and Composing Room Equipment. All inquiries to

THE TRIBUNE NEWSPAPER CO., Ltd. Winnipeg, Manitoba, Canada

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#### More Than 6,500 Dealers

in cigars and tobacco in the Philadelphia territory subscribe to the

#### RETAIL STATE LEDGER

Twice a Month; Sub., \$1.00 a Year

#### **Punchy Cartoons**

Drawn by Experienced Newspaper Cartoonists for Advertising Trade Press House Organs Conventions



LEW MERRELL

#### BUSINESS CARTOON SERVICE

Advertising Bldg., Chicago

Japan one of America's biggest customers. Our Japanese section talks to Japanese in own language. Our powerful prestige, large circulation in Japan assure results.

#### WORLD SALESMAN

A Monthly Journal of International Trade SAMPLE COPY, 10c West 4th St.

New York

The DIRECT-MAIL "HOW"



182

APRIL - AGES

The DIRELI-MAIL "HOW" answered in this monthly journal of treet-mail advertising. Articles from the property of the property o MAILBAG & MAILBAG PUBLISHING CO.

#### Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, ieweiry, War Bonds and Stamps—anything valuable. Goods returned within 16 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co. 283 Lennox Bidg., Cleveland, Ohio.



tomed to plain white sugar. They did not understand it in reds and blues.

It is this same active agency of the mind and the psychology of taste and of color that makes it so difficult to sell bottled ripe olives, because they are not green: to sell white butter, although pure because people have learned to associate rich, golden yellow with this commodity; and to sell jars of preserved cherries, in their natural drab coloring, when the brilliantly crimson variety are the popular conception.

Form letters can be more uninteresting than any form of appeal or they can be made to take on an intensely personal attraction; it all depends upon the idea involved.

The Schoolmaster repeatedly receives examples of the uninteresting variety, with caustic comment from members of the class, who demand, "Why is postage wasted on material of this kind?"

In the face of this, it is en couraging to run upon a form letter that contains all the better elements of advertising.

A friend of the Schoolmaster wears glasses and long ago pur-chased his first pair from a New York oculist. He has gone on from year to year, supposing that this ended the matter. But a deep

#### BETTER PRINTING for less mon

Send for Free Samples! E. B. Fantus Co., 525 S .- Dearborn St., Chicago



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impression was made when this

"On September 7, 1915, we entered in our files a complete record of your eyeglass prescription.

"You will be interested to know that it is the definite opinion of oculists that evesight undergoes gradual changes from various causes and a re-examination once in two years is most advisable.

"This is particularly so if you find your eyes tiring, or smarting, or if headaches are occurring, or if any discomfort is experienced after close application of the eyes.

"May we suggest that you hand the enclosed prescription record of your case to one of our oculists, who will examine your eyes, and inform you whether your glasses are adapted to their present condition?'

A neatly printed card is enclosed, which is virtually an introduction to any oculist who is a member of the organization.

Los Angeles -- The largest city in the West IN LOS ANGELES

IT IS THE

MEMBER A. B. C.

Government Circulation Statement April 1, 1920

134,686

The Giant of the West

REPRESENTATIVES New York: Chicago: hter J. Clarke, G. Logan Payne Co., Times Bidg. 432 Marquette Bidg.

"The biggest little city on the Coast." Population 5.461. 140 miles north of San Francisco and 50 miles north of Sacramento (the Capital). Covered by The APPEAL—the morning paper of largest circulation north of Sacramento.

# PRINTERS' INK **BOUND VOLUMES**

"One reason for having Bound Vol-umes of PRINTERS' INK in our library is, briefly, because we consider PRINTERS' INK an immediate reference library."-H. E. Lesan Advertising Agency, Inc.

We have a limited number of volumes on hand: first quarter, 1913; third and fourth, 1916; complete, 1917; first and second, 1918; second, 1919. Subscriptions will be received for the entire set of 1920. The price is \$2.00 a volume; \$8.00 a year (4 volumes).

PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVE.

NEW YORK, N. Y.

BBONS Knows CANADA

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#### CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO. 133 Mercer Street, New York City

My advice can be used to much advantage before copies are submitted to clients.

New Telephone-Ashland 7652

#### ALBERT R. BOURGES

Consulting Photo-Engraver Flatiron Building, New York City

80,270

DECEMBER NOT A CHRISTMAS ISSUE

December forms will close November 5th and the issue will be in circulation Novem-ber 15th—six weeks before Christmas. Dun't avoid it. Useit. The time is short. Wire your res-

erration and rush your strongest copy. Cir-ulation exceeds 150,000—over 80,000 in Iowa. CORN BELT FARMER, Des Moines, Iowa

#### DOUGLAS WAKEFIELD COUTLEE

Advertising 1 WEST 34th STREET **NEW YORK** 

Our Business is Building Business



Don't use out-of-date, inaccurate figures. New
data on sales, advertising
and business conditions
each month in pocket
form. October Bulletin
and literature mailed
you on request.

THE RICHEY DATA SERVICE 403 Meridian Life Bidg., Indianapolis, U. S. A. #327X



The recipient remembered, with a sudden pang of regret, that he had not changed his glasses since first purchasing them, years ago. He attended to the matter the very next noon. Therefore the form letter produced results.

Members of the Class who are partial to "pretty girl" advertis-ing will be interested in the following report sent by the United States Consul at Medan, Su-

"A leading importer who has a decided preference for American hosiery has pointed out that the general make-up of American containers is not sufficiently gaudy for the bazaar trade. It is undoubtedly a fact that the natives look at the containers before purchasing, the outside of the box being more important than the quality of the contents. This im-porter stated that each box ought to have some attractive colored picture capable of immediately attracting the native. The human element in these pictures is much more important than the picture of the manufacturer's plant or a bit of scenery." .

#### C. C. Moore Joins Nemeyer Agency

Claude C. Moore, recently with The Lees Company, has joined Paul Nemeyer & Co., Cleveland, as service director, succeeding Oliver M. Byerly, who has been made assistant plan director.

#### GEORGE SETON THOMPSON CO.

Advertising-Sales Promotion Literature

608 So. Dearborn St., Chicago

OSTAGE The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Bookletz, Creulars, Letters, Office Systems, Mency Saving Ideas. Since 1916 the official magazine of The Direct Mail Adverting Association. 6 mos. 31; I year \$2. POSTAGE 18 East 18th St., New York City

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## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

#### HELP WANTED

ADVERTISING MAN for installment chain store clothing concern. Attractive position for right man. For interview write Box 279, care of interview wr. Printers' Ink.

ADVERTISING REPRESENTATIVES wanted in Detroit, Philadelphia, San Francisco and Cleveland. The Ford News, Long Island City.

An ambitious and competent young man with some experience to solicit advertis-ing in New York for a high-grade textile journal. Exceptional opportunity for ad-vancement. Address Box 268, Printers' vancement. Add

An advertising agent wants as assistant a young man possessing these qualifications: College education; thorough knowledge of English; must be neat in appearance and possess the positive.ambition to make advertising his career.

All letters will receive a prompt reply. Box 277, Printers' Ink.

#### ARTIST—SALESMAN

We have two openings. One for a good decorative and figure artist. A man with ideas, who can do lettering and a bit of fashion work, if possible. We want a live, ambitious salesman to sell advertising service and printing. We'll pay well for those who have the ability and can prove it. President, Phoenix Advertising Co., 10 Prince St., N. Y. C.

Advertising Co., 10 Prince St., N. Y. C.

WANTED

A COPY MAN OF MATURE

ABILITY

This man is doubtless now in some agency of high reputation. He is doing good work and is capable of doing even more important work. We hope he has had automotive experience in addition to general copy and merchandise experience. Such a man will find friends in co-workers who appreciate ability and character. The agency is well and soundly established, having had all forms of recognition for 18 years on more. The compensation will be made interesting. Write X, Box 270, P. I.

ARTIST—Man or Woman. We want an artist plus. Must handle pen and ink and wash and have a sense of color as well as ability to make attractive layouts for type and illustration advertisements. for type and illustration advertisements. Plus actual agency experience. Plus a desire to co-operate with five service men. Plus the ability to judge and buy art work. Plus the ability to assume sole responsibility for the entire art work for twenty-five or more national accounts. Tell us your experience and send samples of your illustrations and layouts. They will be carefully handled and promptly returned. Address Box 271, Printers' Ink. Large national magazine wants live young man, experienced advertising solicitor, who is a result-getter in dealing with advertisers and advertising agencies on mail order and national accounts. Splendid opportunity for the right man who appreciates bright future more than present salary. You must prove you are a result-producer before you are hired. State experience, reference and salary desired. Box 274, Printers' Ink.

#### SALESMANAGER WANTED

One whose experience proves that he can

1. organize, train, and direct a sales force.

2. conduct sales correspondence with more than ordinary effectiveness

3. devise and execute sales plans that will give national distri-bution to a product merchandized through the shoe-findings trade.

This is a real job for a real man. We expect to pay him what he is worth. He will be helped by a national advertising campaign now running. He will be given an opportunity like that presented to the critical advertisance of O'Sullioriginal salesmanager of O'Sullivan's rubber heels or Gillette safety

Tell us in a letter what you think we ought to know about you. Ad-dress Box 290, Printers' Ink.

# Advertising and Sales Manager

for large, rapidly-growing candy manufacturers. Requirementsunder thirty-five, able to qualify under most severe tests. Agency experience preferred. Good health. Well-rounded education, State salary expected and experience. Applications from mediocre men will not be answered. Unless you are fundamentally right, do not apply. An unusual opportunity for an unusual man. Send recent photograph. Correspondence confidential.

#### P. O. BOX 1518. ATLANTA, GA.

A widely experienced agency production man, with a personal character and business record that will stand a thorough investigation, can buy a worth-while interest in a comparatively young but soundly established and growing agency, which interest will carry with it the position of production manager at a salary to start of \$6,000. State experience in detail for past five years, age and any other enlightening information you care to give. Box 284, Printers' Ink.

WANTED—A young man who is not afraid of work, for general utility services in a business paper publisher's office. The duties will include work in both the advertising and subscription departments. An ability to dig for facts and present those facts in a strong sales appeal is important, as well as thoroughness and alertness in handling work. The salary will not be large at the start, and the future growth depends on the man himself. Box 267, Printers' Ink.

#### MISCELLANEOUS

#### Printing Plants and Businesses

Bought and Sold Printers' Outfitters CONNOR, FENDLER & CO. New York City

Completely equipped Newspaper and Jobbing Outhit; has good Cylinder Press, Jobbers, Cutter and well-assorted and complete Composing-room. Price \$2500. \$1000 cash, balance \$50 per month. Connor, Fendler & Co., New York City.

#### SALES ORGANIZATION WANTED

An established sales organization is wanted to handle a new article which sells readily to music, novelty and department stores. To a real live national agency there is a splendid opportunity. Box 275, Printers' Ink.

EXPORT SALES AGENTS, with established connection abroad, and acquaintance with best New York firms, can handle another good line, Automobile or Hardware preferred. Address Responsible 18, 98 Park Place, New York.

#### For Sale

In Warren, Penn., an exceptionally wellequipped Newspaper and Job Plant. Three-magazine Model 8 Linotype, Cylinder Press, Jobbers, Cutter, Perforator and Excellent Composing-room Outfit at less than half its value. Address Warren, care of Connor, Fendler & Co., 96 Beekman Street, New York City.

#### FOR SALE

18 sets of 5½ point No. 2 with Clarendon matrices and about 2500 sorts. Most of these sets are nearly new and all are in good condition. Also 3 sets of the same face cut for lower magazine. Make us an offer.

SAN FRANCISCO CHRONICLE, San Francisco, Calif. MYRON T'S SPICY SPORTORIALS for House Organ Editors and National advertisers. New York, London and Los Angeles angles. Address Omal-Daily News.

#### POSITIONS WANTED

Overtime Piece Work Wanted by successful N. Y. agency visualize to create new "slants," ideas, layona, dummies, rough sketches. Box 278, Printers' Ink.

MANAGING EDITOR

Ability to build up and make a bette paper. Evening paper only. Salar secondary to opportunity. Box 28t care Printers' Ink.

Advertising Solicitor on leading weekly publication. Young man only of prome selling ability. Splendid opportunity. Give complete particulars of experience. Drawing account. Address Bax 283, Printers' Ink.

Advertising Assistant and Copywriter. Been assistant to advertising manager of leading publication. Thorough knowledge of typography, layouts, advertising detail. Excellent credentials. Box 289, Printers' Ink.

Advertising Manager's Assistant Young man (Christian), 25 years old, two years' advertising experience, now employed, desires position with advertising company. New York City location preferred. Box 282, Printers' Ink.

ADVERTISING WRITER, Catalogue Compiler, capable of managing full department and planning campaign: ten years' experience, voluminous copy eshibit. Salary desired \$60. Box 276, Printers' Ink.

COMMERCIAL RESEARCH

or publicity work wanted by young man with aix years' experience as special writer and editor of metropolitan newspaper. Has energy, initiative and a firm grasp of business principles. Box 273, Printers' Ink.

Trade Paper Editor. Man with several years' experience with what is generally conceded to be the best trade paper organization in the country wishes a connection. Can produce a live, attractive magazine that will bring results. Holds M.E. degree. Box 272, Printers' Ink.

AGENCIES Have 3 yrs.' agency and 4 yrs.' printing experience. Write forceful copy. Thorough knowledge production. Accustomed to responsibility, and want plenty of it. Now employed. Moderate salary for job with future. Age 26. Box 280, P. I.

#### Financial Advertisers

Advertising manager of largest bond house in its field desires to return to New York or New England in 1921. Prefers connection with progressive investment concern, bank or agency hasdling financial accounts. Young, college graduate, married. Box 292, Printers' Ink.

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Advertising Assistant-Young man, 23, Agretising Assistant—Joung man, 23, fax years' general agency experience. Productive work, layouts, rates, con-macts and getting out house-organs. Now Assistant to Vice-President and Account Solicitor, handling several ac-counts. Box 291, Printers' Ink.

#### DIRECT-BY-MAIL ADVERTISING

Am in business, have some accounts and saying ideas. Believe am too young for own business; prefer to connect with hustling firm. John Henle, Jr., 334 Fifth Avenue, New York.

Advertising Solicitor Now employed, desires to open Boston office. Would like to represent high-class trade paper or National publication. Will devote whole time to one publication if satisfactory arrangements can be made. Address J. H. H., Printers' Ink, 1 Beacon Street, Boston.

YOUNG MARRIED MAN seeks persament position with manufacturing concern as office manager or assistant in a department head. Has had seven years' experience with large concern as secretary, being responsible for Executive Sales and Purchasing. Can give excellent recommendations. Box 266, P. I.

#### Advertising-Editorial

Here I am in a nutshell:

lere I am in a nutshes:

1. University man.

2. Experienced journalist and advertising writer.

3. Now with New York City department store.

4. Age 27. Married.

Can you use me? Box 285, P. I.

#### Visualizer New York City Agencies Only.

Personal attention to creative layout problems and to all matters which have to do with the physical appearance and style in advertising A-1 references. Sal-ary \$6000. Box 286, Printers' Ink.

the right jump-

from a small concern as vice-president to a large concern as art manager, offers two-way advantage: For you: origina-tion of ideas I can point to, direct sell-ing experience with many concerns and agencies, thorough inside experience of For me: what I am worth. roduction. Box 294, Printers' Ink.

OWNERS-PUBLISHERS
GENERAL MANAGER skilled in all GENERAL MANAGER skilled in all technicalities of the newspaper business will be available shortly. He is a proved result-getter, a conservative builder, a trained business analyst, familiar with corporation, work and financing. His services would be an insurance to the owner of a good property needing efficient management. Upon request we will furnish complete information which may mean much to the future of your will furnish complete information which may mean much to the future of your business. Mention No. 5030. We connect the wires. No charge is made to employers. Registration is free. Established 1898. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Spring-Inc., Third field, Mass.

Artist with real advertising sense, creative, versatile, able to originate strong designs for advertisements, catalogs, etc. Desires connection with some live organization. Eight years with prominent agency and printing house. Clean cut, virile American, age 28. Box 269, P. I.

Domestic-Export Advertising Manager Available November 1. Now with large tire manufacturer. 30 years old, Chris-tian, married; 12 years' experience in agency work, manufacturing, production conventing, publicity, house-organ edic. agency work, manufacturing, proceedings, proceedings, publicity, house-organ editing, domestic and foreign training. Salary \$3600-\$4200. Communications confidential. Box 295, Printers' Ink.

#### Man With Ideas and Vision

seeks position in New York or vicinity. Agency experience writing copy, making layouts, and direct contact with clients. Advertising training in department store and with wholesalers. Excellent knowl-edge of merchandising problems. Col-lege education. Age 30, married. Box 287, Printers' Ink.

#### Advertising and Sales Promotion Manager

Available Nevember 15

Employed by nationally-known con-cern desires similar position with progressive manufacturer or in creative capacity with strong agency.

Keen, capable, highly experienced executive, able to formulate campaigns and carry through to end. Unusual creative and merchandising ability. Can point to ACTUAL results in sales, sales promotion and advertising work with three nationally-known concerns. Age 29, married, college graduate. Present married, college graduate. Present salary \$4,000. Permanent connec-tion only desired. Box 293, P. I.

## ADVERTISING MANAGER

Now with store doing largest Women's Wear business in the country, desires to make change. Handles all Advertising, all Publicity; knows merchandise, plans Sales Campaigns. Business shows increase of sixty-five per cent during two years' connection with house. Philadelphia preferred; vicinity considered. Salary \$6000 with bonus— Straight Salary \$7000. Address "S. N.," Box 281, care of Printers' Ink.

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Among our many clients are some who started using the medium for various reasons, but all continue to use it for the same reason—results.



Harrison and Loomis Sts. CHICAGO

Broadway at 25th St. NEW YORK

# The Chicago Tribune Produces 53% of This Bank's Trust Business

During a recent period a Chicago bank—one of the largest and most important financial institutions in the United States—kept a careful record of the origin of all new trust business. The results were as follows:

#### Directly produced by advertising in The Chicago Tribune 53%

Gredited to proofs of Tribune ads framed in various bank departments or enclosed with bank mail. 21%

The advertising which produced the above extraordinary results appeared in The Chicago Daily Tribune, which has the largest circulation of any daily morning newspaper in the United States. Included in its enormous volume are all the desirable classes of people in The Chicago Territory. Their ready response to advertising in The Tribune is due to the splendid prestige which The Tribune has built up by generations of faithful public service.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for The Tribune's 1920 BOOK OF FACTS

Tribune Bldg., Chicago-512 Fifth Ave., New York-Haas Bldg., Los Angeles